

Email Alerts

OVERVIEW

Our Email Alerts Are as Powerful as Ever . . .

Many savvy marketers know that email marketing is the most powerful way to reach online users.

Marketers are able to tap into Newsmax's powerful audience by advertising in sponsored news email alerts, as well as via "exclusive" emails, wherein the marketer can write the subject line and the copy of the full email.

With more than 6 million email subscribers, Newsmax's email lists are among the best in the business. Here's why:

- ▶ **TRULY OPT-IN.** Newsmax is a legitimate email news content provider and never sends spam. We have a 20-year track record of responsible emailing. We are white-listed with all major ISPs and adhere to the highest email best practices, including CAN-SPAM, and rated A+ by the Better Business Bureau.
- ▶ **RESPECTED BRAND.** Studies have shown that the most important factor in a person reading an email is the name in the "from" line. Newsmax is one of the most powerful news brands on the Web. Our websites attract more than 22 million unique users monthly. Forbes magazine has called Newsmax a "news powerhouse."
- ▶ **REAL CONTENT.** Newsmax email news alerts are compiled by a staff of veteran journalists who provide readers with interesting, current, and thought-provoking news content in our daily email alerts offered in the areas of breaking news, politics, health, personal finance, and jokes.
- ▶ **REALLY ENGAGED AUDIENCE.** Newsmax's online sites have one of the most powerful and engaged baby boomer audiences in the United States. Boomers are interested in the latest news, and information on health, personal finance, and lifestyle that will impact their lives. Boomers are the largest demographic group in the nation and the one with the highest levels of disposable income.

Newsmax offers multiple, scalable email lists with as many as 6 million email names available. Newsmax offers specific email lists in the areas of breaking news, finance, and health. Newsmax also offers highly specialized lists for disease conditions and other demographic groupings. Please see our lists on next page.

Additionally, Newsmax represents external email list opportunities. These senders are highly vetted by Newsmax and have our stamp of approval. All follow Newsmax's "best practices" rules, as well as offering influential brands with engaging content.

SEE OUR LISTS!



Tap into the power of Newsmax. Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!



Email Alerts

DEMOGRAPHICS

Newsmax Email News Alerts Get Responses!

Newsmax’s audience includes more than 6 million opt-in subscribers to our news alert emails. Unlike many other email lists, Newsmax email readers are a highly responsive, age 50+ audience of baby boomers with a strong interest in health, finance, lifestyle, charity, and political offers.

Check out some of our key lists:

Newsmax – 1,000,000 opt-in subscribers

Newsmax email subscribers are not only tuned into their world and current events, they are a demographic that cares about their well-being: their health, their wealth, and their lifestyle. They are highly responsive to offers that support their privileged way of life.

Key Data:

- ▶ 97% are age 45+
- ▶ 67% are male
- ▶ 67% read Newsmax on a daily basis
- ▶ 61% plan to travel in the next 12 months
- ▶ 27% are top management, C-level executives, or business owners
- ▶ 85% vote in every election

SOURCE: SURVEY MONKEY 2016

Newsmax Finance Moneynews – 400,000 opt-in subscribers

This is a list of savvy investors who are anxious to hear the latest financial and investment news. These consumers not only track the economy, but want the latest stock, bond, commodity, currency, precious metals and other market trends. They are interested in investment vehicles as well as information products that protect and grow their wealth.

Key Data:

- ▶ 78% are male
- ▶ 79% are age 55+
- ▶ 46% feel underprepared for their financial future
- ▶ 52% have an IRA or Roth IRA
- ▶ 52% invest in mutual funds
- ▶ 48% read Moneynews emails or visit the website daily
- ▶ 50% are interested in diversifications and alternative investments
- ▶ 37% invest in precious metals

SOURCE: SURVEY MONKEY 2016

Newsmax Health – 600,000 opt-in subscribers

This is a list of our most health-conscious readers who are seeking to live a long life while maintaining a healthy lifestyle. Newsmaxhealth.com offers them the latest health and medical news and advice from a group of renowned medical doctors including Russell Blaylock, Mehmet Oz, Chauncey Crandall, Erika Schwartz, and David Brownstein. This audience is highly responsive to health, medical, nutritional and alternative health promotions, in addition to offers that promote wellness and a positive lifestyle.

Key Data:

- ▶ 87% are age 55+
- ▶ 57% are male
- ▶ 90% take vitamins or health supplements
- ▶ 44% are employed
- ▶ 42% have made an online purchase for vitamins or supplements within the past year

SOURCE: SURVEY MONKEY 2016



Newsmax Email Lists

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:



Selections

- ▶ HTML Setup: \$150
- ▶ A/B Split: \$50
- ▶ Suppression: \$50

Rules and Restrictions

- ▶ Rates are subject to change without notice.
- ▶ Content and links subject to approval. Copy is due two business days prior to send date.
- ▶ Minimum send and test sizes may apply, depending on list.
- ▶ Cancellations incur a 25% cancellation fee if canceled within three days of run date.

Email Lists

Newsmax Email Lists

List	List Size
Newsmax Main	1,000,000
Newsmax Health	600,000
Newsmax Finance - Moneynews	400,000
Newsmax Store	170,000
Progressives	300,000

COPY APPROVAL REQUIRED.

Health Email Lists

List	List Size
Brownstein Newsletter	9,000
Blaylock Newsletter	12,000
Crandall Heart Health Report	10,000
Health Radar Newsletter	15,000
Mind Health Report Newsletter	8,000
Alternative Health	250,000
Alzheimer	150,000
Anxiety	69,000
Arthritis	170,000
Asthma	24,000
Cancer	100,000
Diabetes	108,000
Digestion	105,000
Eczema	18,000
Heart Health	279,000
High Blood Pressure	165,000
High Cholesterol	135,000
Medix Select	57,000
Men's Health	114,000
Mental Health	90,000
Neurological Nerve	108,000
Prostate	39,000
Psoriasis	15,000
Smokers	45,000
Snoring	177,000
Weight Loss	240,000
Women's Health	111,000

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Email Lists (Continued)

Special Financial Lists

List	List Size
Accredited Investors	147,000
Financial Intelligence Report	3,000
Franklin Prosperity Report	8,000
High Income Factor	2,000
The Dividend Machine	6,000
Ultimate Wealth Report	6,000

COPY APPROVAL REQUIRED.

Email Lists Represented by Newsmax Exclusively

List	List Size
Dick Morris	305,000
Health Freedom	95,000
Interview With God	130,000
Prophecy News Watch	300,000
USA Carry	94,000
AARP and AMAC Active Members	372,000
Annuity Interest	12,000
Conservative Veterans for America	240,000
E.D.	30,000
Gardening	204,000
Gold Investors	183,000
Golf	129,000
NRA Gun Owners	171,000
Pet	378,000
Survival Preparedness	51,000
Travel	222,000

LEAD GENERATION AND INVESTOR RELATION EMAILS ARE SUBJECT TO SURCHARGE. COPY APPROVAL REQUIRED.

Newsmax Email Lists

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:

Newsmax

NewsmaxFINANCE

Newsmaxhealth

The Franklin Prosperity Report

Ultimate Wealth Letter

The Dividend Machine

DickMorris.com

Financial Intelligence Report
The Global Resource for Private and Corporate Wealth

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GEO-Targeted Email Marketing

Use Newsmax's GEO-Targeted Email online tool to help your business find our highly-responsive subscribers close to you!

Newsmax **GEO-Targeted Email tool** is a new program that allows local advertisers to tap into our powerful customer and reader lists using email.

Target our readers by ZIP code, state, or even DMA.

The GEO-Targeted Email tool will tell you instantly the approximate number of Newsmax readers near to your business — just contact us and you can reach this influential and responsive audience in days!

Newsmax GEO-Targeted Email helps you connect with our readers to:

- ▶ Market your small businesses
- ▶ Tell about professional services: doctors, dentists, lawyers, any service imaginable!
- ▶ Invite them to conferences, business seminars
- ▶ Share with them upcoming charity, social and political events
- ▶ Inform them of special discount programs
- ▶ And much, much more!

Check out our Geo Tool: newsmax.com/geo