



# MEDIA KIT FOR ADVERTISERS AND SPONSORS

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Since its inception in 2005, PJ Media (formerly Pajamas Media) has been focused on the news that matters – from the insightful commentary provided by our all-star lineup of columnists to our writers’ quick takes on breaking news and trending stories.

What started as an online blog site that brought together a tightly knit band of bloggers has grown into a reliable source for original, unique, and cutting-edge news, analysis and content.

As a company, we’ve always felt a special connection to the values which make America special, as well as a dedication to keeping America great for our children and our children’s children. That’s why we have evolved our content offerings to focus on the three main topics that will have the largest impact on future generations: **politics, parenting and lifestyle.**

You can read more about PJMedia.com and its content offerings by visiting our **About Us page.**

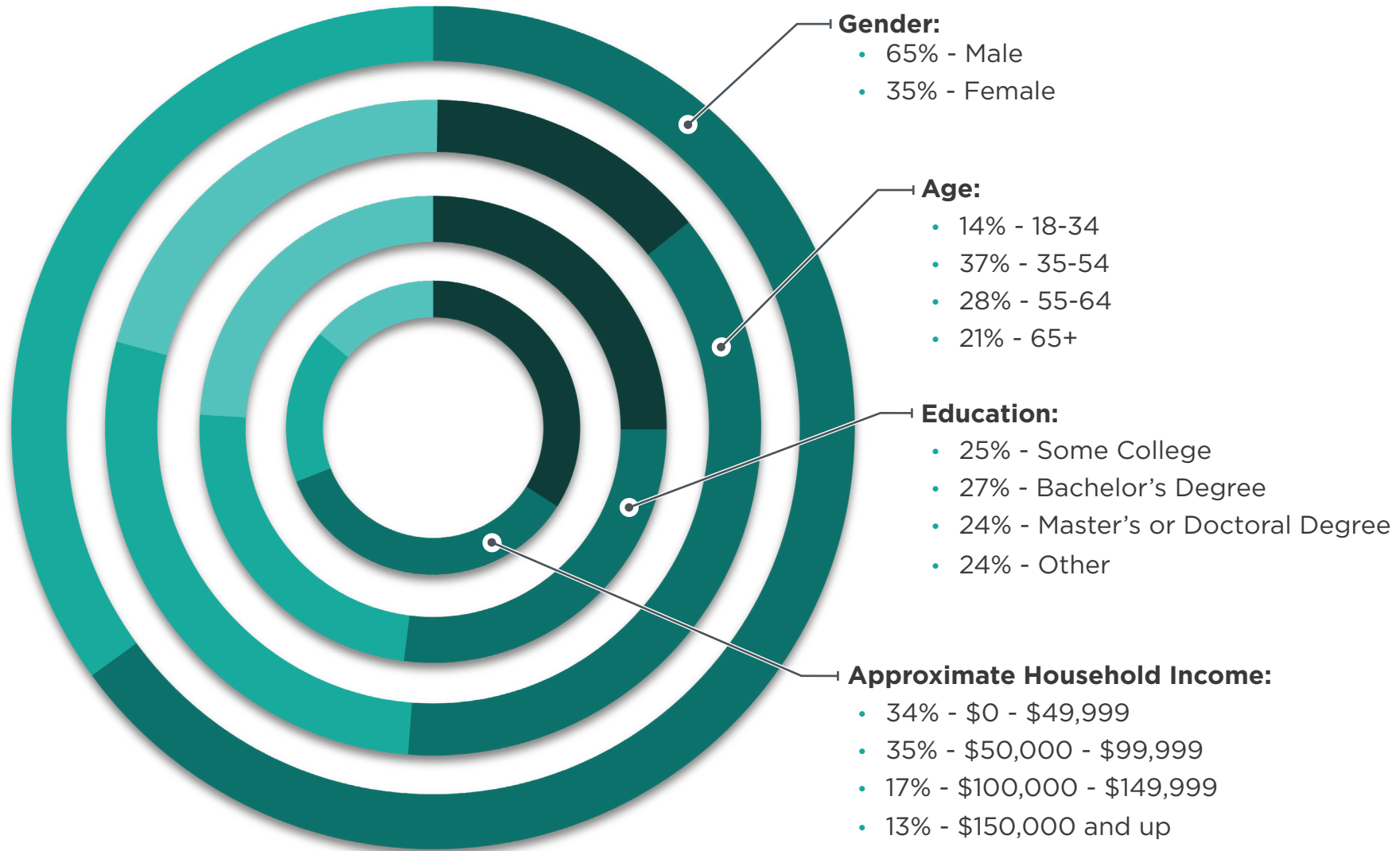
PJ Media, LLC, is also home to **Instapundit.com**, a top blog founded by libertarian Glenn Reynolds, a law professor at the University of Tennessee, in 2001. Reynolds, as editor, posts news about politics, government, technology, space exploration, digital photography, the media, liberty and many other topics.

At last count, **4.6 million unique visitors** come to PJMedia.com each month. They consume more than **12.8 million page views.** Readers spend an average of 3.5 minutes on our website. More than **700,000** unique visitors read Instapundit.com, and they consume **13.6 million page views.**

Please take a look at PJMedia.com, and consider it as a great place for your advertising. Consult **pages 6-10** for details on advertising on PJMedia.com, and **page 11** for details on advertising on Instapundit.com.

## THE STORY OF PJ MEDIA

# PJ Media Audience on the Web



# PJ Media Audience on the Web

## OUR AUDIENCE AT A GLANCE

- 98% are registered to vote
- 81% own their home, townhouse or condo
- 66% are married
- 60% Republican, 20% Independent
- Concerned about controlling federal spending, economic growth, foreign affairs, education, national security and gun rights.
- Active email and social media users.
- Avid news readers.
- Online shoppers.
- Purchasers of books, entertainment (CDs and DVDs), gifts, travel, computer software/hardware, and digital media (e-books, music, apps).
- Hobbies include reading books, home improvement, gardening, fitness, cooking/baking, hunting/shooting and travel.
- Work in a variety of industries including Computer/IT, Construction, Education, Health Care, Manufacturing, and Retail.

# PJ Media Audience on Social Media

(As of January 5, 2017)



- **348,759 “likes”** for PJ Media.
- **115,011 “likes”** for PJ Media Lifestyle.
- Together, they reach hundreds of thousands of **Facebook users** each month.



- PJ Media has **51,415 followers** on Twitter.
- And our PJ Media writers and our PJ Media Lifestyle commentators retweet our content to their followers to spread the word.

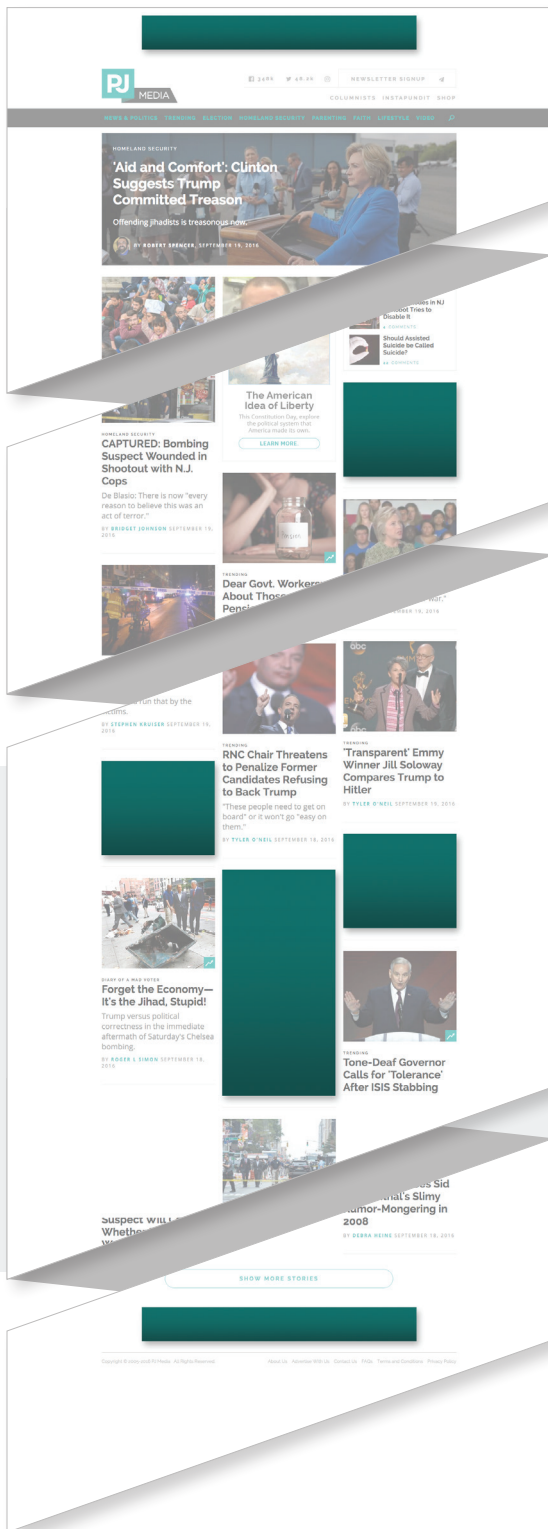


- We also actively use Instagram and Pinterest to share content and reach new audiences

The PJ Media team continuously promotes their content on social media channels. By effectively promoting the content on these large social networks, we consistently drive traffic back to our website, which increases traffic and brand awareness.

PJMedia.com has social media buttons integrated directly into its Web pages to make it easy for readers and viewers to share content.

Promotional Opportunities  
on **PJMEDIA.COM**



# Home Page

**4.6 million** unique visitors come to PJMedia.com each month. They consume more than **12.8 million** page views.

48% of our users visit PJMedia.com on their tablet or mobile device.

Our readers spend an average of **3.5 minutes** on our website, viewing at least **2 pages** per visit.

<http://PJMedia.com>

## ADVERTISING OPPORTUNITIES

### Display and Rich Media Ads:

- 728 x 90
- 300 x 250
- 300 x 600
- In-content placements
- Above- and below-the-fold placements
- Run-of-site placements
- Roadblock placements

**Sponsorships of individual articles or sections of the site are available.**





# Article Pages

Our **PJMedia.com's** home-page headlines and articles are carried over to our **Articles pages**.

Users spend a lot of time on our **Articles pages** so they are a great place to showcase your product or service.

Here our readers enjoy the full articles as well as read comments left by others, or participate by adding their own.

# Columnist Pages

Widely respected, always honest and often comical, our Columnists cover what matters most to Americans each day. Current Columnists are:

**J. Christian Adams**  
**Ed Driscoll**  
**Richard Fernandez**  
**David P. Goldman**  
**Stephen Green**  
**Bridget Johnson**  
**Roger Kimball**  
**Andrew Klavan**

**Michael Ledeen**  
**Ron Radosh**  
**Claudia Rosett**  
**Roger L. Simon**  
**Dr. Helen Smith**  
**David Steinberg**  
**Michael Walsh**

As you can see, we offer an array of ad positions on both the home (first) page and second page where the articles of each of our columnists are displayed.

When you click through to a full article from a columnist's home page, the ads appearing on the bottom half of the page will appear next to the comments section where our readers regularly engage.



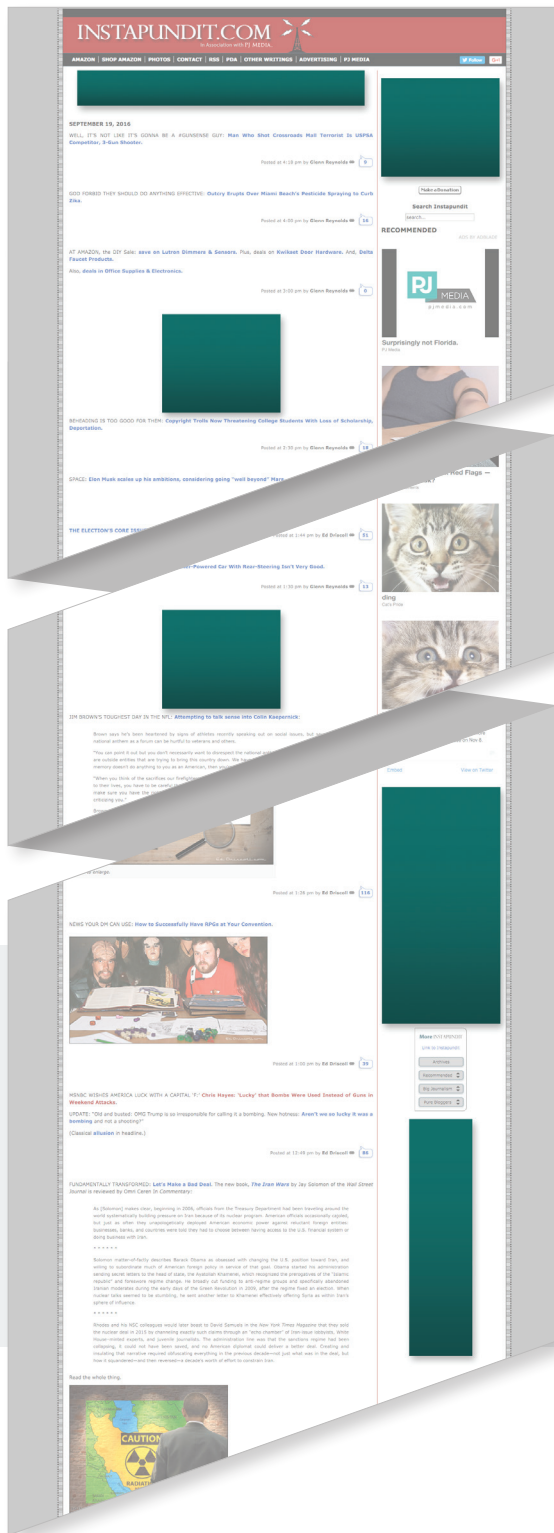


# Parenting Pages

Our parenting content ventures into the worlds of moms and dads who love their kids and want to be better parents, but aren't sure where to go for information beyond diaper coupons and hospital bag checklists. We created this section for parents who want to raise independent, confident, self-reliant children who are prepared to flourish in this uncertain world.

This section generates more than **885,000 page views** each month, and users spend an average of **3.5 minutes** reading our parenting articles.

We offer a wide selection of display ad placements on our parenting page, which can help your company reach parents from across America.



# Promotional Opportunities on **INSTAPUNDIT.COM**

**Instapundit.com** is one of the top blog sites on the Internet today.

Glenn Reynolds, a law professor at the University of Tennessee, founded Instapundit in 2001, and he continues to serve as its editor.

**Instapundit.com** attracts more than **700,000** readers who consume **13.6 million page views**. These readers enjoy articles on politics, government, technology, space exploration, digital photography, the media, liberty and many other topics.

<http://PJMedia.com/Instapundit>

## ADVERTISING OPPORTUNITIES

### Display and Rich Media Ads:

- 728 x 90
- 300 x 250
- 300 x 600
- 160 x 600
- In-content placements
- Above- and below-the-fold placements

### Text Ads

- 728 x 90

Advertising in the PJ Media  
**NEWSLETTERS**



# Coffee Break

The **Coffee Break** is a newsletter that covers what's new each day on PJMedia.com. Monday, Wednesday and Friday, it is delivered to more than **150,000 opt-in readers** via email, and the number of readers grows each day. We also send a weekly recap newsletter every Sunday as well as an election round-up email every week.

These PJ-branded emails average a 20% open rate and a 26.4% click-through rate (based on a three-month average). Please take a look at the advertising opportunities available on the **Coffee Break**.

## ADVERTISING OPPORTUNITIES

### Display and Rich Media Ads:

- 650 x 168 (Marquee)
- 300 x 250
- 650 x 250 (Footer)
- In-content placements
- Above- and below-the-fold placements



# Brunch Briefing

Every Sunday, we deliver a roundup of the top stories featured on PJMedia.com that week. It includes a mix of content from our various sections, including Trending, News & Politics, Parenting, Lifestyle and others.

The email is sent to more than **17,000 opt-in users**.

## ADVERTISING OPPORTUNITIES

### Display and Rich Media Ads:

- 650 x 168 (Marquee)
- 300 x 250
- 650 x 250 (Footer)
- In-content placements
- Above- and below-the-fold placements





Dear Reader:

In this email, you will find a special message from a paid sponsor, Medix Select. Sponsorships like this help us continue to provide the insightful news and commentary you've come to expect from us. We appreciate your support.

PJ Media, LLC



**Millions Suffer From Chronic Conditions – Don't Know It's Their Thyroid**

**Breakthrough remedy is radically changing lives – read their stories below**

**Urgent Message from Dr. David Brownstein, MD**

One of your body's tiniest glands – it's located in your neck just above the Adam's apple – is your thyroid.

It may be small and not look important but it's one of the most powerful glands in the whole body, secreting hormones that are involved in just about every crucial function that takes place in your body – heart, digestion, brain function, and more!

So, it should not surprise you to learn that if this tiny thyroid of yours is just a little off and not working at 100 percent – **your whole world could turn upside down!**

Sadly, I have discovered in my medical practice so many patients struggle with conditions that are rooted in their thyroid – and they don't even know it!

In fact, many conventional doctors just prescribe tons of prescription drugs that mask and suppress symptoms but never fix the underlying problem of the thyroid.

Shockingly, many doctors **don't even bother to test to see if the thyroid** is functioning at optimal levels.

If you have experienced unusual fatigue, rapid weight gain or loss that you can't seem to fix, frequent mood swings, sudden hair loss, unusual heart problems, sleepless nights, frequent bathroom visits, even bouts of agitation and you find your hands trembling – all of these problems may be linked to your thyroid.

Many of my patients dismiss these symptoms as nothing more than "age-related" problems. "Completely normal for my age," they will say.

And, to top it all off, many of my medical colleagues and even your doctor may have overlooked some vital aspects of your blood results, ranking your thyroid as "normal" when it really isn't. But they are often wrong!

And the longer these signs are ignored, the more intense your health problems will become and worse you will feel.

**Fortunately, I developed a solution!**

As a medical doctor, I have observed this happen with my patients for so many years I knew I needed to provide help.

**Patients come in with signs of thyroid imbalance and they have been to doctor after doctor looking for real relief.**

**About Dr. Brownstein**

David Brownstein, M.D., is medical director at Michigan's respected Center for Holistic Medicine. Newsmax reports Dr. Brownstein is one of the top 100 holistic practitioners in America. He also edits the popular Newsmax column, *Dr. Brownstein's Natural Way to Health* and has written a board-certified family physician. He has treated thousands of patients with chronic disease, chronic fatigue, and more.

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This email was sent to adam@pjmedia.com by email@pjmedia.comccampaigns.com

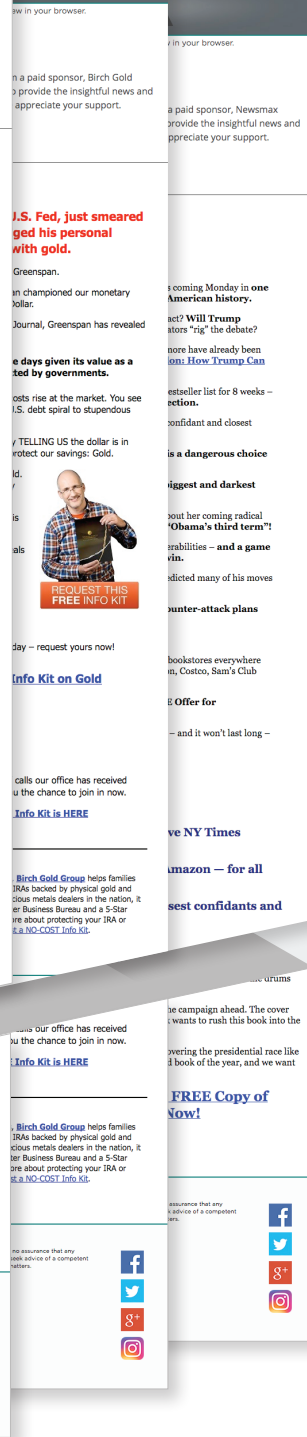
To manage your newsletters please click here.

If you believe you have been sent to you in error please safety unsubscribe.

[pjmedia.com](#)

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Advertisement



# Dedicated Emails

Periodically, the PJ Media Dedicated Email is sent to an opt-in list of over **200,000 readers**. For example, when PJ Media has a new venture or breaking news to report, we send this special email to our opt-in list.

As with our other branded emails, we enjoy high open and click-through rates for these special emails.

This dedicated, special email is also available to our advertisers. Advertisers can purchase the entire message space in this email, making their message its only focus.

Here is a sample of how one advertiser's information was displayed in a PJ Media Special Email.

## SPONSORSHIP OPPORTUNITIES

### Display and Rich Media Ads:

- Advertisers can purchase the entire message space.
- PJ Media will introduce the advertiser at the top of the email.
- Acceptance of the advertiser's offer is at the discretion of PJ Media.
- Scheduling of these emails is two per week.



# Contact Us



Sales representation for web-based display ads  
and branded newsletters.

**Andrew Norris**, Ad Operations Manager  
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877-229-9767



**Scott O'Donnell**, Director of Business Development  
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757-749-0403

## **PLEASE NOTE**

The material presented in this media kit is provided for informational purposes only. It is not an offer or acceptance of any advertising arrangement. Purchase of the advertising space displayed in this media kit for the PJ Media websites and branded emails is upon availability, and must fit with our other advertising and PJ Media offerings. PJ Media reserves the right, in its sole discretion, to refuse any advertising.

The descriptions of PJ Media's branded websites, email communications and other topics are subject to change over time. Please check with PJ Media's ad sales representatives at Publir for the latest updates on PJ Media.

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