

Gateway Pundit generated up to \$1.5 million from election misinformation

Gateway Pundit, a misinformation site instrumental in spreading misinformation about a “stolen” election, generated up to \$1.5 million in Google Ad revenue according to a new analysis from the Center for Countering Digital Hate based on figures published by Google.

The site generated \$810,000 in ad revenue between November and January alone, a period leading up to the Capitol Siege in which the site received 164 million visits.

Google states that publishers retain 68% of the revenue generated by Google Ads on their sites, while Google retains the remaining 32%. This means that Gateway Pundit has made up to \$1.1 million since November, while Google made \$496,000.

That money is paid by unsuspecting brands, which often don’t know where Google is placing their adverts. CCDH found advertisements for prominent brands including Patagonia, Canon, Georgetown University, Bloomberg and charitable organisations like the International Rescue Committee on articles pushing election conspiracies.

While still often [referred](#) to as a pro-Trump blog, Gateway Pundit has become an influential player in right-wing media circles despite its history of publishing numerous falsehoods and outright conspiracies.

The site published 155 stories detailing conspiracies about Dominion Voting Machines manipulating votes and the “Suitcase Scandal”, an unfounded conspiracy alleging that Georgia election workers kicked out observers and illegally counted ‘suitcases’ of ballots, reaching over a million Facebook interactions alone.

One such [story](#) from November 10, 2020, alleged “Millions of votes” were switched or lost using Dominion. It didn’t just reach the site’s readers, but was retweeted by President Trump to his 88.9 million followers and had over 43,000 interactions on Facebook.

Attorneys representing Dominion Voting Systems [contacted](#) the Gateway Pundit in March 2021 demanding a retraction of the November 10, 2020 article. The site removed any mention of Dominion from the story but reiterated its claim that “there was a tremendous amount of fraud in the 2020 election” asking readers “why do you think Dominion was so anxious for Gateway Pundit to take down this article?” Gateway Pundit is also [listed](#) as a defendant in a defamation lawsuit brought by Dominion’s Security Director Eric Coomer who was forced into hiding following death threats.

Building on its overall narrative of an ongoing “[steal](#)” and widespread voter fraud, the site’s editor Jim Hoft started two successful GiveSendGo campaigns for its “documentation of Michigan voter fraud” and the “battle against Big Tech censorship” raising around \$160,000 by 23 March 2021.

Prior to the election, CCDH [found](#) that Google’s Ads service had placed adverts on, and therefore funded, websites publishing misinformation delegitimizing the US election including Gateway Pundit where the company is the main Ad provider.

Google [claims](#) to not monetize content which:

“...makes claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process.”

Evidence CCDH compiled since the election indicates that the company has failed to enforce its own policies on a large scale. Articles on the site still ran Google ads when it labelled former Vice President Pence a “Traitor” for validating “the most grotesque and corrupt election in world history” one day after the Capitol riots on January 6th 2021.

A Google spokesperson [told](#) journalists at Protocol in January 2021 that content alleging voter fraud or a stolen election violates the company's policies and it would “remove its ability to monetize,” if found.

Note to editors

Advertising Revenue

- Google’s own AdSense revenue calculator states that a news website based in the North America region with 120 million visitors in a year (10 million visitors a month) could expect to receive \$404,400 in ad revenue.

Google AdSense Revenue Calculator,
<https://www.google.com/adsense/start/#calculator>

- According to Google, publishers receive 68% of this revenue while Google retains the remaining 32%.

Google, AdSense revenue share,
<https://support.google.com/adsense/answer/180195?hl=en>

- Google Analytics data collated by SimilarWeb shows that Gateway Pundit received 312.6 million visitors from 1 November 2020 to the end of June 2021.

Gateway Pundit, SimilarWeb, retrieved 8 July 2021,
https://www.similarweb.com/website/thegatewaypundit.com?utm_source=addon&utm_medium=chrome&utm_content=header&utm_campaign=cta-button&from_ext=1#overview

Gateway Pundit, SimilarWeb, archived 14 January 2021,
https://web.archive.org/web/20210114203400if_/https://www.similarweb.com/website/thegatewaypundit.com/#overview

- Using the above figures, CCDH estimates that Gateway Pundit has generated Google Ad revenues of \$1.5 million since last November.
- Based on the way that Google splits its ad revenue, this means Gateway Pundit received revenue of \$1.1 million while Google took \$496,000.

120,000,000 visits = \$404,400 site revenue
 312,565,244 visits = \$1,053,345 site revenue
 \$1,053,345 site revenue = 68% of total revenue
 Total revenue = \$1,549,037
 = \$1,053,345 site revenue + \$495,692 Google revenue

- A full monthly breakdown of Gateway Pundit's visitor and ad revenue figures is available in the below spreadsheet.
- This breakdown shows that Gateway Pundit generated Google Ad revenue of \$810,744 in the key period from November to January covering the Capitol Siege.

Month	Visitors	Ad Revenue	Site Share	Google Share
November 2020	56,947,239	\$282,224	\$191,912	\$90,312
December 2020	56,351,246	\$279,270	\$189,904	\$89,366
January 2021	50,293,758	\$249,250	\$169,490	\$79,760
February 2021	30,328,932	\$150,307	\$102,209	\$48,098
March 2021	27,787,649	\$137,712	\$93,644	\$44,068
April 2021	27,463,113	\$136,104	\$92,551	\$43,553
May 2021	31,159,568	\$154,423	\$105,008	\$49,415
June 2021	32,233,739	\$159,747	\$108,628	\$51,119
TOTAL	312,565,244	\$1,549,037	\$1,053,345	\$495,692

Gateway Pundit Revenue Analysis, CCDH, 8 July 2021,
https://docs.google.com/spreadsheets/d/1SSldPhYfRRTRK9_uVF_R_bo41iyx76OIF1eeD-jdjc/edit?usp=sharing

Facebook Interactions for stories about Dominion and the “suitcase scandal”

- CCDH found that the 155 articles detailing conspiracies about Dominion Voting Machines and the "Suitcase Ballot Hoist," reached over 1M Facebook interactions alone.
- The Gateway Pundit published at least 127 articles containing such allegations between November 2020 and January 2021. The articles received around 880K interactions on Facebook.
- The Gateway Pundit published around 28 articles about the so-called “Suitcase Ballot Hoist” or “Suitcase Scandal” which received around 130K Facebook interactions in total.
- A full breakdown of this analysis is available in the below spreadsheet.

Gateway Pundit Article Analysis, CCDH, 8 July 2021,
https://docs.google.com/spreadsheets/d/1SSldPhYfRRTRK9_uVF_R_bo41iyx76OIF1eeD-jdjc/edit?usp=sharing

GiveSendGo campaigns:

Gateway Pundit editor Jim Hoft runs two GiveSendGo campaigns for the site's "documentation of Michigan voter fraud" and the "battle against Big Tech censorship" raising around \$160,000 by 23 March 2021.

TGP, GiveSendGo Fundraising Campaigns, Justice League of America Vote Fraud Investigation (\$141,190)

<https://web.archive.org/web/20210323114932/https://givesendgo.com/GX7W>

TGP, GiveSendGo Fundraising Campaigns, TGP Fights Back Against Big Tech Censorship (\$18,740)

<https://web.archive.org/web/20210323114941/https://givesendgo.com/GZKY>

Brand screenshots and evidence for advertisement running on articles:

CCDH found advertisements for prominent brands including Patagonia, Canon, Georgetown University, Bloomberg and charitable organisations like the International Rescue Committee on articles pushing election conspiracies between November 2020 and January 2021.

CCDH runs a Twitter campaign called StopFundingFakeNews (SFFN) which highlights the role of programmatic advertising in the funding of news sites pushing misinformation. The project documented Gateway Pundits election coverage between November 2020 and January 2021.

- Thread on software glitches/rumours surrounding Dominion Voting Machines floated by Trump and pushed by the Gateway Pundit since the election.

Twitter, SFFN, 11 November 2020,

<https://twitter.com/SFFakeNews/status/1326585577421107200>

- Thread on Gateway Pundit claims of a "tremendous amount of fraud" in the 2020 Election which was retweeted by Trump to his 88.9m followers.

Twitter, SFFN, 19 November 2020,

<https://twitter.com/SFFakeNews/status/1329442098395934722>

- Thread on Gateway Pundit claims to have uncovered 'evidence' of industrial-scale voter fraud.

Twitter, SFFN, 20 November 2020,

<https://twitter.com/SFFakeNews/status/1329833844158107656>

- Thread on Trump's leaked phone call and his unfounded fraud allegations about Dominion voting machines.

Twitter, SFFN, 5 January 2021,

<https://twitter.com/SFFakeNews/status/1346561150901768194>

- Thread on the Capitol riots and the Gateway Pundit pushing baseless conspiracy theories that Antifa members “infiltrated” the Capitol protests “to paint President Trump and his followers as violent.”

Twitter, SFFN, 7 January 2021,

<https://twitter.com/SFFakeNews/status/1347232288715771905>

Brand Screenshots:

- **Brand Bloomberg**

The screenshot shows the Gateway Pundit website. The header includes navigation links: Home, About, Privacy, ProTrumpNews, Store, and social media icons for Facebook and Twitter. The main banner features the Gateway Pundit logo and the tagline "We report the truth — and leave the Russia-Collusion/fairy tale to the Conspiracy media." Below the banner is a large advertisement for Bloomberg News, which includes the text "LIMITED TIME OFFER", "Don't miss out.", and "Subscribe for \$1.99 a month." To the right of the ad, it says "Bloomberg News - \$1.99/ Month" and "Get Unlimited All-Access at \$1.99 & Stay Up to Date on Business & Market Trends". Below the advertisement, there is a news article titled "SEVEN Milwaukee Wards Report More Presidential Votes than Registered Voters – State Voter Turnout Is Nearly 90% Which Is Virtually Impossible" by Jim Hoft, published on November 4, 2020, at 3:46pm, with 966 comments. To the right of the article is a "TRENDING" section featuring a photo of a man.

Twitter, SFFN, 5 November 2020,

<https://twitter.com/SFFakeNews/status/1324336312246218752>

- Brand: Patagonia

The screenshot shows the Gateway Pundit website. At the top is a navigation bar with links: Home, About, Privacy, ProTrumpNews, Store, and social media icons for Facebook and Twitter, followed by a 'MORE' menu. Below the navigation bar is a large banner image with the text 'GATEWAY PUNDIT' and a sub-header 'We report the truth — and leave the Russia-Collusion fairy tale to the Conspiracy media'. Below this is a Patagonia advertisement featuring a brown puffer jacket with the text 'Innovation Isn't Always Visible' and 'Nano Puff® Insulation'. The ad also includes the Patagonia logo and a 'Discover' button. Below the ad is a headline: 'TRUMP WON SO BIG IN WISCONSIN that Democrats Needed 89% State Turnout to Nullify His Landslide, Eek Out a Victory and Steal the Election'. The article is by Jim Hoft, published November 5, 2020 at 2:23pm, with 258 comments. Below the headline are social sharing buttons for Facebook (773 shares), Twitter, Reddit, Email, and a generic share button. To the right of the article is a 'TRENDING' section with a map of the United States and a headline: 'BREAKING: Trump C Files Suit in Michigan Massive Dump of Bal Biden Suddenly App Overnight'.

Twitter, SFFN, 6 November 2020,

<https://twitter.com/SFFakeNews/status/1324751735399866369>

- Brand Georgetown University

The screenshot shows the Gateway Pundit website. At the top is a navigation bar with links: Home, About, Privacy, ProTrumpNews, Store, and social media icons for Facebook and Twitter, followed by a 'MORE' menu. Below the navigation bar is a large banner image with the text 'GATEWAY PUNDIT' and a sub-header 'We report the truth — and leave the Russia-Collusion fairy tale to the Conspiracy media'. Below this is a Georgetown University advertisement featuring the university's logo and the text 'Sharpen your global mindset with our Master's in International Business & Policy.' and 'GET STARTED'. Below the ad is a headline: 'ROGER STONE EXCLUSIVE: President Trump Won the 2020 Election'. The article is by Joe Hoft, published November 5, 2020 at 7:50am, with 234 comments. Below the headline are social sharing buttons for Facebook, Twitter, Reddit, Email, and a generic share button. To the right of the article is a 'TRENDING' section with a map of the United States and a headline: 'BREAKING: Trump C Files Suit in Michigan Massive Dump of Bal Biden Suddenly App Overnight'.

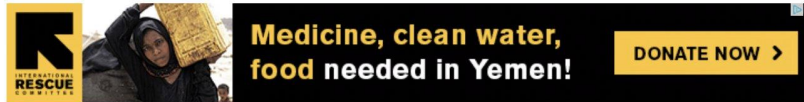
Twitter, SFFN, 6 November 2020,

<https://twitter.com/SFFakeNews/status/1324751735399866369>

- Brand IRC - International Rescue Committee



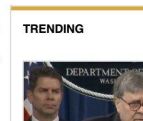
Advertisement



What a Mess – System ‘Glitches’ Favoring Democrats Are Becoming an Epidemic Across the Swing States – More Incidents Identified Today

Twitter, SFFN, 11 November 2020,

<https://twitter.com/SFFakeNews/status/1326585577421107200>

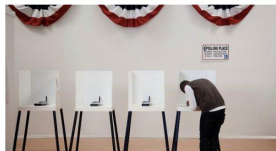


- This Gateway Pundit article makes the evidence-free claim of a "tremendous amount of fraud" in the 2020 Election. This misinformation didn't just reach the site's readers, but was retweeted by Trump to his 88.9m followers. **Brand Columbia University's School of International and Public Affairs.**

BREAKING EXCLUSIVE: Analysis of Election Night Data from All States Shows MILLIONS OF VOTES Either Switched from President Trump to Biden or Were Lost – Using Dominion and Other Systems

By Jon Hoff
Published November 10, 2020 at 6:23pm
2127 Comments

Share on Facebook (10) Tweet Share Email



We've reported on numerous events in the 2020 election which are being referred to as system 'glitches' in the media. Last night we provided another 'glitch', this time in Wisconsin, which if reversed would eliminate Biden's reported vote lead in the state.



Twitter, SFFN, 19 November 2020,

<https://twitter.com/SFFakeNews/status/1329442098395934722>

Link to the original article before the site removed Dominion from the article:

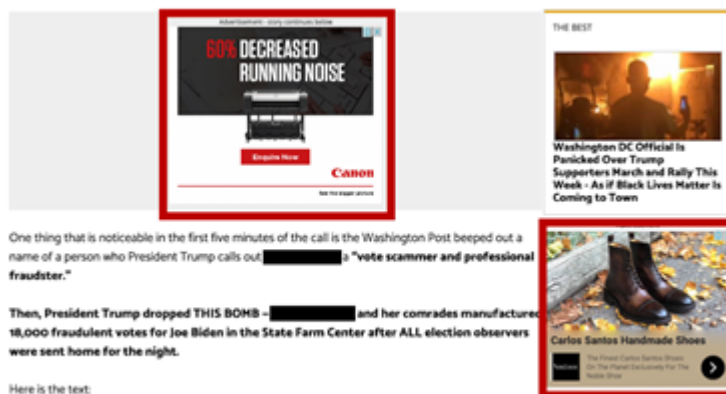
<https://web.archive.org/web/20201128021659/https://www.thegatewaypundit.com/2020/11/breaking-exclusive-analysis-election-night-data-states-shows-millions-votes-either-switched-president-trump-biden-lost/>

- During the call, Trump referred to the false 'ballot under the table' scam in Georgia - a conspiracy theory found on Gateway Pundit. **Brand Ketto**



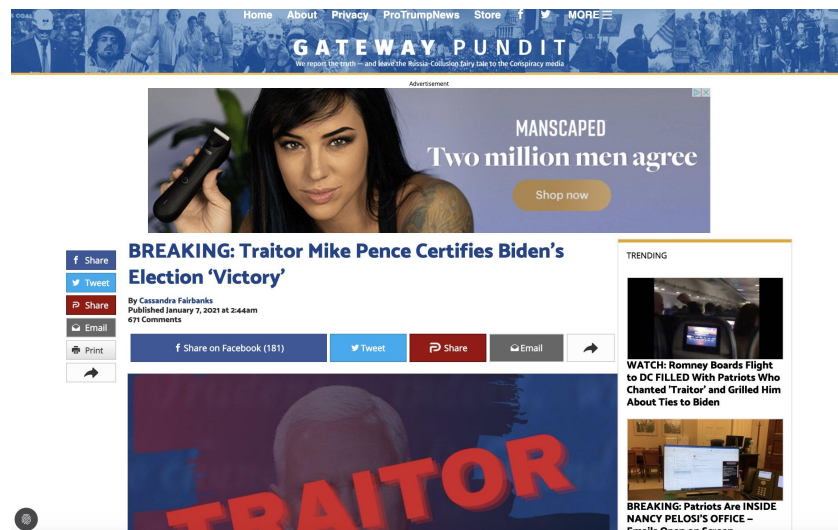
Twitter, SFFN, 5 January 2021,
<https://twitter.com/SFFakeNews/status/1346561150901768194>

- Brand Canon



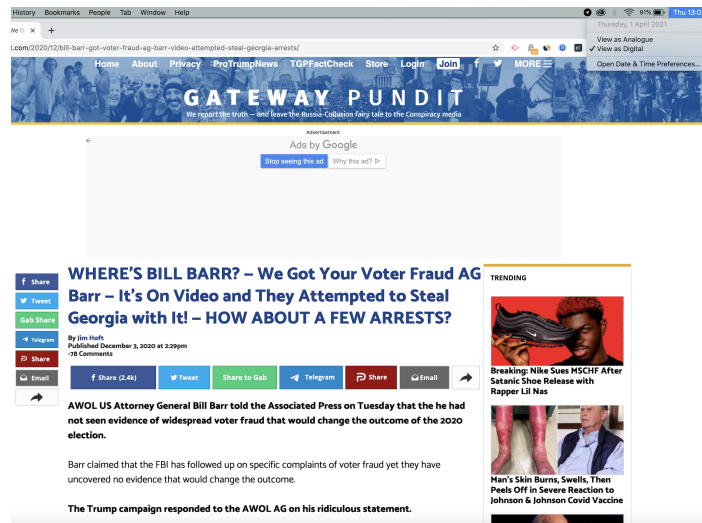
Twitter, SFFN, 5 January 2021,
<https://twitter.com/SFFakeNews/status/1346561150901768194>

- Brand MANSCAPED



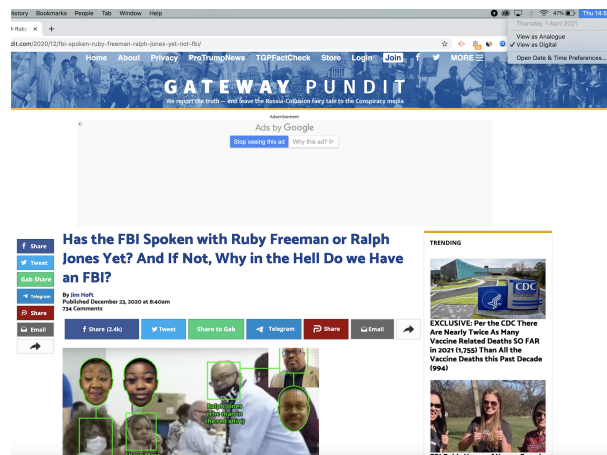
Twitter, SFFN, 7 January 2021,
<https://twitter.com/SFFakeNews/status/1347232288715771905>

- Screenshots from 1 April 2021 show that some articles making claims about voter fraud still run Google ads today.



Gateway Pundit, 3 December 2020,

<https://www.thegatewaypundit.com/2020/12/bill-barr-got-voter-fraud-ag-barr-video-att-empted-steal-georgia-arrests/>



"The Gateway Pundit was first to identify Ruby Freeman, her daughter Wandrea "Shaye" Moss, and their boss Ralph Jones, Sr. in the infamous suitcase ballot hoist."

Gateway Pundit, 23 December 2020,

<https://www.thegatewaypundit.com/2020/12/fbi-spoken-ruby-freeman-ralph-jones-yet-not-fbi/>