



INNOVISION

PROFESSIONAL MEDIA INC.

MEDIA KIT 2016



ALTERNATIVE THERAPIES

IN HEALTH AND MEDICINE



With its focus on original research, *ATHM* offers a comprehensive evaluation of the efficacy of natural therapies and remedies for many common disorders and conditions. Each issue features original research, case studies, and editorials by CAM-thought leaders and up-and-coming researchers, as well as an interview with a pioneer in the CAM field.

Published continuously since 1995, *Alternative Therapies* is the leading journal for physicians

and practitioners interested in helping their patients through the latest research on practical uses of alternative and natural therapies.

Alternative Therapies' goal is to help practitioners take a rational, individualized, comprehensive approach to treatment. As patient interest in a more holistic, multimodality approach to health care grows, *Alternative Therapies* becomes an increasingly valuable tool for MDs, DOs, RNs, NPs, and PhDs.

Practitioner readers of *Alternative Therapies* work with numerous patients. Your marketing campaign reaches both the practitioners in this growing field and, through them, the many patients they treat.

Alternative Therapies in Health and Medicine is indexed in MEDLINE, Index Medicus, CINAHL, SciSearch, ISI Alerting Services, Current Content/Clinical Medicine, and EMBASE.

2016 *ATHM* EDITORIAL CALENDAR*

- January/ February**
Joint Health
- Genomics Special Issue**
Nature vs. Nurture
- Gut-Brain Relationship Spring**
Food Immunity Testing
- September/ October**
CAM: Yoga, Qigong, and exercise
- March/ April**
Cardiovascular Health
- Gut-Brain Relationship Fall**
Microbiome
- May/ June**
TCM
- November/ December**
Aging
- July/ August**
Public Health

*Please note that editorial content is subject to change. For updated editorial information, visit www.alternative-therapies.com.

Published:	Bi-monthly in January, March, May, July, September, November
Format:	Print and digital editions
Circulation:	Total circulation: 23,500
Readership:	MDs/DOs/PhDs, RNs/NPs, nutritionists, licensed acupuncturists, homeopaths, DCs, doctors of dental surgery, social workers, institutions/academia/researchers
Editor in Chief:	Andrew Campbell, MD
Website:	www.alternative-therapies.com

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$6635	\$5975	\$4970	\$4473	\$1940
3	\$4976	\$4479	\$3732	\$3360	\$1494
6	\$3880	\$3492	\$2910	\$2619	\$1388
9	\$2964	\$2657	\$2223	\$2025	\$1225
12	\$2655	\$2390	\$1990	\$1791	\$1180
16	\$2210	\$1989	\$1658	\$1494	\$995

2016 *ATHM* CLOSING SCHEDULE

- January/ February**
Reservations: November 13
Materials: November 20
- Genomics Special Issue**
Reservations: May 6
Materials: May 13
- Gut-Brain Relationship Spring**
Reservations: December 28
Materials: January 4
- September/ October**
Reservations: July 15
Materials: July 22
- March/ April**
Reservations: January 15
Materials: January 22
- Gut-Brain Relationship Fall**
Reservations: August 26
Materials: September 2
- May/ June**
Reservations: March 18
Materials: March 25
- November/ December**
Reservations: September 16
Materials: September 23
- July/ August**
Reservations: May 13
Materials: May 20



IMCJ Integrative Medicine: A Clinician's Journal

2016 IMCJ EDITORIAL CALENDAR*

February/ March
CAM Practices

August/ September
Functional Medicine

April/ May
Microbiome

October/ November
A Healthy Practice

June/ July
Healthcare Landscape

December/ January 2017
Personalized Medicine:

EVERY ISSUE OF IMCJ INCLUDES:

- Special Editorial
- CASE Studies
- Jeffrey Bland—Nutrition
- Walter Crinnion—Environmental Medicine

*Please note that editorial content is subject to change. For updated editorial information, visit www.imjournal.com.



IMCJ provides clinicians and other health care providers with application-based therapies and protocols gleaned from the latest research and theoretical thinking in integrative medicine. Each issue includes original research, industry insights, guest editorials from leading CAM professionals, and more.

Integrative Medicine is the most highly regarded source

for practical and research-based information in the exploding field of complementary and alternative medicine (CAM).

Integrative Medicine is one of the only peer-reviewed journals focused on helping practitioners use both conventional and natural medicine for the most effective therapies.

Each issue of *Integrative Medicine* features both hands-on advice for how to run a successful practice and the latest research to help practitioners keep up with the many new developments in patient care. Readers include holistic MDs, naturopaths, homeopaths, integrative chiropractors, nutritionists, and acupuncturists. *Integrative Medicine* readers do not just recommend products to their patients; in many cases, they also sell them. Research shows that it is not uncommon for a single practitioner to sell tens (and sometimes hundreds) of thousands of dollars of products to their patients.

Published:	Bi-monthly in February, April, June, August, October, December
Format:	Print and digital editions
Circulation:	Total circulation: 27,500
Readership:	Holistic MDs/DOs/RNs/NPs/NDs, DCs, nutritionists, integrative chiropractors
Editor in Chief:	Joseph Pizzorno, ND
Web site:	www.imjournal.com

2016 IMCJ CLOSING SCHEDULE

February/March

Reservations: December 11
Materials: December 18

August/September

Reservations: June 17
Materials: June 24

April/May

Reservations: February 12
Materials: February 19

October/November

Reservations: August 19
Materials: August 26

June/July

Reservations: April 15
Materials: April 22

December/January

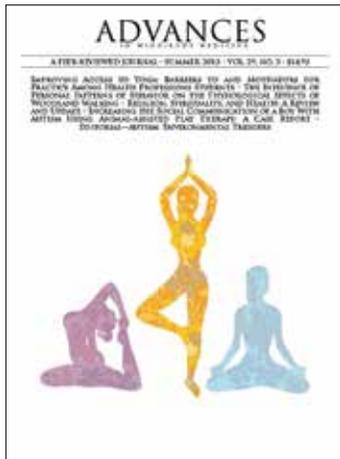
Reservations: October 21
Materials: October 28

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$6635	\$5975	\$4970	\$4473	\$1940
3	\$4976	\$4479	\$3732	\$3360	\$1494
6	\$3880	\$3492	\$2910	\$2619	\$1388
9	\$2964	\$2657	\$2223	\$2025	\$1225
12	\$2655	\$2390	\$1990	\$1791	\$1180
16	\$2210	\$1989	\$1658	\$1494	\$995



ADVANCES IN MIND-BODY MEDICINE



Advances in Mind-Body Medicine explores the relationship between mind, body, spirit, and health; the human experience of health, illness, and medical care; and the clinical, social, and personal implications of a medicine that acknowledges the whole person. *Advances* looks for fresh thinking, vigorous debate and careful analysis. It is open to all members and observers of the health care and research communities.

First published in 1985, *Advances* is a leading medical

journal in the cutting-edge field of research and application of mind-body medicine—the fastest growing area of medicine. *Advances* concentrates on the relationship between the brain and the body in the treatment of both chronic and acute health conditions.

Join a growing community of thought leaders pushing the boundaries of medical thinking. *Advances*' provocative editorial delivers progressive, professional readership that understands the role of integrated approaches to wellness and health. It's an ideal venue for your products and services.

Advances in Mind-Body Medicine is indexed on MEDLINE, Index Medicus, and CINAHL.

2016 ADVANCES EDITORIAL CALENDAR*

Winter Cancer	Spring Psychotherapy
Summer CAM: Yoga and Meditation	Fall Spiritual Health

*Please note that editorial content is subject to change. For updated editorial information, visit www.advancesjournal.com.

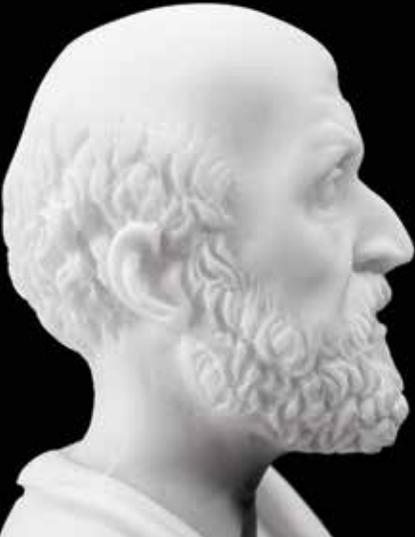
Published:	Quarterly
Format:	Print and digital editions
Circulation:	Total circulation: 13,000
Readership:	MDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Editor in Chief:	Andrew Campbell, MD
Website:	www.advancesjournal.com

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$3125	\$2860	\$2345	\$2050	\$1750
4	\$1795	\$1680	\$1346	\$1175	\$995

2016 ADVANCES CLOSING SCHEDULE

Winter Reservation: November 6 Materials: November 13	Spring Reservation: May 20 Materials: May 27
Summer Reservation: February 19 Materials: February 26	Fall Reservation: August 19 Materials: August 26



What are mind-body techniques?

- Biofeedback
- Cognitive behavioral therapy
- Relaxation techniques

“The natural healing force within each one of us is the greatest force in getting well.”
—Hippocrates

Mind-body medicine has been successful in treating many different diseases, including:

- Cancer
- High blood pressure
- Coronary heart disease
- Obesity
- Pain and nausea/vomiting related to chemotherapy
- Insomnia
- Diabetes
- Fibromyalgia
- Menopausal symptoms such as hot flashes, depression, and irritability
- Mental health issues, such as anxiety and depression



2016 RATES & SPECIFICATIONS

AD SIZES

Ad Size	Nonbleed (W x H)	Bleeds (W x H)
Final trim size: 8.125" w x 10.875" h		
Spread (trim size)	16.25" x 10.00"	16.5" x 11.125"
Full Page (trim size)	8.125" x 10.875"	8.375" x 11.125"
2/3 vertical	4.75" x 10.00"	
1/2 vertical	3.375" x 10.00"	
1/2 horizontal	7.00" x 4.875"	
1/3 square	4.375" x 4.875"	
1/3 vertical	2.125" x 10.00"	
1/4 page vertical	3.375" x 4.875"	
For bleed ads, hold all live matter .5" from edges.		

PREMIUM POSITIONS

Insertion	Cover 2	Cover 3	Cover 4	Table of Contents
1	\$7980	\$7480	\$8480	\$7580
3	\$6305	\$5805	\$6805	\$5905
6	\$5745	\$5245	\$6245	\$5345
9	\$5340	\$4840	\$5840	\$4940
12	\$4950	\$4450	\$5450	\$4550

Contact your account representative for pricing on inserts and special marketing opportunities.

Preferred File Format

Adobe PDF: Press-optimized (300 dpi). All fonts must be embedded.

Submission Methods

There are three acceptable ways to submit an ad. All artwork must be submitted by the artwork deadline. Please include advertiser name and journal issue the ad is to run in. If artwork cannot be provided by the deadlines, the publisher will run the most recent artwork submitted. If no artwork is on hand, the advertiser will still be responsible for payment on the space reserved.

Via E-mail:

- Send ads to: david@innovisionhm.com. Specify advertiser and issue run.

Via FTP:

- Contact david@innovisionhm.com or call (651)251-9623 for login information.

Via CD:

- Mail to: InnoVision Professional Media
3140 Neil Armstrong Blvd, Suite 307
Eagan, MN 55121
Phone: (651)251-9650





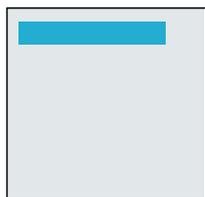
2015 E-MEDIA OPPORTUNITIES

ONLINE ADVERTISING OPPORTUNITIES

Our web advertising is sold with the guarantee of delivering a specified number of monthly impressions for your campaign. Pricing is based upon a CPM (cost per thousand) basis, and units are sold in bundles of 25,000 impressions. Ads are “run of site” and appear on all main pages of alternative-therapies.com, imjournal.com, and advancesjournal.com.

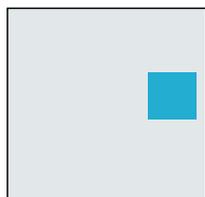
WEB BANNERS

InnoVision offers four types of web advertising to suit your needs:



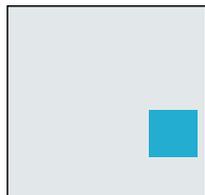
1. Upper Leaderboard

- Placement: Top of Web site (highest visibility)
- \$1700 (25,000 impressions per month)
- 728 x 90 pixels (width x height)



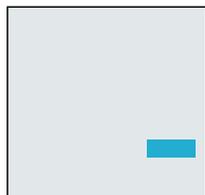
2. Top Square Banner

- Placement: Top righthand side of Web site (very high visibility)
- \$1500 (25,000 impressions per month)
- 250 x 200 pixels (width x height)



3. Second Square Banner

- Placement: Righthand side of Web site (high visibility)
- \$1200 (25,000 impressions per month)
- 250 x 200 pixels (width x height)



4. Half Banner

- Placement: Right-hand column (high visibility)
- \$600 (25,000 impressions per month)
- 250 x 100 pixels (width x height)

ACCEPTABLE FILE FORMATS

JPG, GIF, SWF (Flash)

- Please include URL associated with the ad
- Specify advertiser and month run
- Screen resolution (72 ppi)
- Send ads to: Sales Department
E-mail: david@innovisionhm.com
Phone: (651)251-9623

DIGITAL E-NEWSLETTER

The InnoVision E-Newsletter is sent twice each month to a growing list of 22,000+ practitioner subscribers and highlights the latest news in addition to thought-provoking content from *Alternative Therapies in Health and Medicine*, *Advances in Mind-Body Medicine*, and *Integrative Medicine: A Clinician's Journal*.

E-Newsletter Features

- Editorial by Joseph Pizzorno, ND, Editor in Chief, *IMCJ*
- Guest editorials
- Breaking industry news
- Cutting-edge research
- Conference listings
- Preview of upcoming journal articles

We offer three types of E-Newsletter advertising to suit your needs:

1. Upper Leaderboard

- Placement: Below newsletter graphic (highest visibility)
- \$1500 (20,000 impressions per month)
- 728 x 90 pixels (width x height)

2. Square

- Placement: Inside lefthand menu panel (very high visibility)
- \$1250 (20,000 impressions per month)
- 250 x 250 pixels (width x height)

3. Half Banner

- Placement: Inside lefthand menu panel (high visibility)
- \$1000 (20,000 impressions per month)
- 250 x 125 pixels (width x height)

ACCEPTABLE FILE FORMATS

JPG, GIF, SWF (Flash)

- Please include URL associated with the ad
- Specify advertiser and month run
- Screen resolution (72 ppi)
- Send ads to: Production Department
E-mail: david@innovisionhm.com
Phone: (651)251-9623

PUBLISHER'S LIABILITY & ACCEPTANCE OF ADVERTISING

Publisher will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accident, or other circumstances beyond the publisher's control. Publisher reserves the right to review and reject any ads it deems inappropriate for the content of the journals.