



INNOVISION
PROFESSIONAL MEDIA INC.
MEDIA KIT **2014**

2014 Editorial Information

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.

IMCJ Integrative Medicine: A Clinician's Journal

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.

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.

2014 *ATHM* Editorial Calendar*

| Jan | Jan/Feb | Mar/Apr | May/June |
|---------------------------|--------------------------|----------------|----------------|
| • Nutritional Supplements | • Yoga & Energy Medicine | • Obesity | • Heart Health |
| Jul/Aug | Fall Special Issue | Sept/Oct | Nov/Dec |
| • Cognitive Issues | • Focus on Cancer | • Joint Health | • Homeopathy |

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

2014 *IMCJ* Editorial Calendar*

| Feb/Mar | Apr/May | Jun/Jul |
|-----------------------|------------------|-----------------------------|
| • Natural Supplements | • Antiaging | • Functional Medicine |
| Aug/Sept | Oct/Nov | Dec/Jan 2015 |
| • CAM Practices | • Women's Health | • Chronic Health Conditions |

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

2014 *Advances* Editorial Calendar*

| Winter | Spring |
|--------------------|---------------|
| • Cognitive Issues | • Parkinson's |
| Summer | Fall |
| • Alzheimer's | • Autism |

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

Alternative Therapies in Health and Medicine



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 at an exponential rate, *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 large number of 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.

| | |
|------------------|--|
| Published: | Bimonthly 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 |
| Web site: | www.alternative-therapies.com |

Integrative Medicine: A Clinician's Journal



Integrative Medicine is the most highly regarded source for practical and research-based information in the exploding complementary and alternative medicine (CAM) field.

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 don't 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: | Bimonthly 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 |

Advances in Mind-Body Medicine



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.

| | |
|------------------|--|
| 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 |
| Web site: | www.advancesjournal.com |

2014 Rates & Specifications

2014 *ATHM* Closing Schedule

| Issue | Jan | Mar | May | Jul | Sep | Nov |
|--------------|--------|--------|--------|--------|--------|--------|
| Reservations | Nov 8 | Jan 10 | Mar 7 | May 9 | Jul 11 | Sep 5 |
| Materials | Nov 15 | Jan 17 | Mar 14 | May 16 | Jul 18 | Sep 12 |

2014 *IMCJ* Closing Schedule

| Issue | Feb | Apr | Jun | Aug | Oct | Dec |
|--------------|--------|--------|--------|--------|--------|--------|
| Reservations | Dec 6 | Feb 7 | Apr 11 | Jun 13 | Aug 15 | Oct 10 |
| Materials | Dec 13 | Feb 14 | Apr 18 | Jun 20 | Aug 22 | Oct 17 |

2014 *Advances* Closing Schedule

| Issue | Winter | Spring | Summer | Fall |
|--------------|--------|--------|--------|--------|
| Reservations | Nov 8 | Feb 14 | May 16 | Aug 22 |
| Materials | Nov 15 | Feb 21 | May 23 | Aug 29 |

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. | | |

Preferred File Format

Adobe PDF: Press-optimized (2400 dpi). All fonts must be embedded.

Submission Methods

There are three acceptable ways to submit an ad. All artwork, plus a hard-copy proof, 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.

Ad Rates (*ATHM* and *IMCJ*)

| Insertion | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1 | \$4940 | \$4580 | \$3695 | \$2975 | \$2050 |
| 3 | \$3905 | \$3620 | \$2925 | \$2350 | \$1620 |
| 6 | \$3955 | \$3295 | \$2670 | \$2140 | \$1475 |
| 9 | \$2785 | \$2585 | \$2090 | \$1680 | \$1155 |
| 12 | \$2615 | \$2440 | \$1965 | \$1575 | \$1085 |

Ad Rates (*Advances*)

| Insertion | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1 | \$3125 | \$2915 | \$2712 | \$2310 | \$2280 |
| 4 | \$1795 | \$1655 | \$1495 | \$1195 | \$995 |

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 |

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

Questions? Please contact David Benson, Sales Manager at (651)251-9623 or david@innovisionhm.com, or the Sales Department at (651)251-9650 or sales@innovisionhm.com. Visit www.alternative-therapies.com or www.imjournal.com or www.advancesjournal.com for more information.

2014 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.

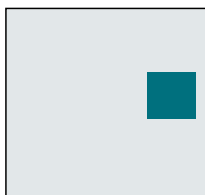
Web Banners

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



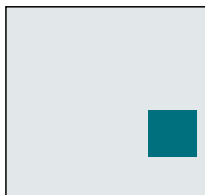
1. Upper Leaderboard

- 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

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

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

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.