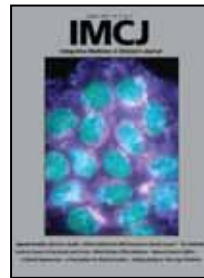
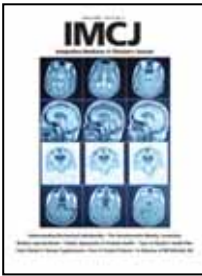
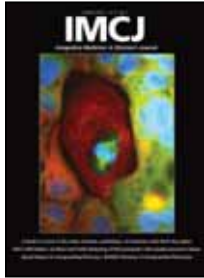


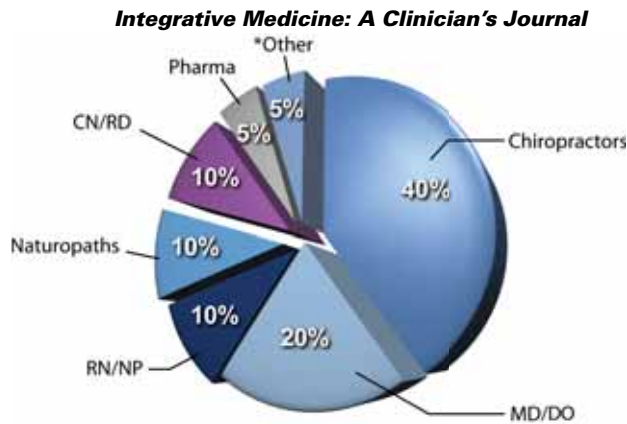
The most respected peer-reviewed medical journals in the industry. Period.



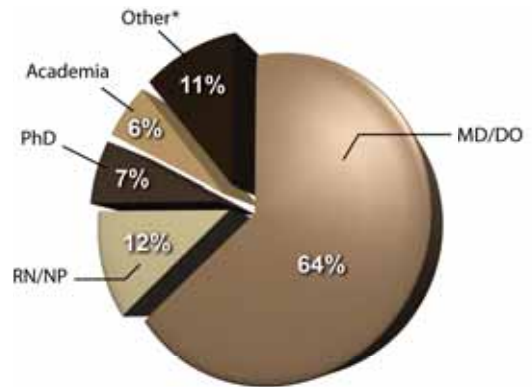
# Unmatched, effective, efficient distribution

CIRCULATION

## CIRCULATION



## Alternative Therapies in Health and Medicine



\*Homeopaths, Acupuncturists, Massage Therapists, Social Workers, Marriage Family Counselors, Naturopaths, Herbalists

## 2010 CONFERENCE DISTRIBUTION

Conference	Date	ATHM Issue	IMCJ Issue
Integrative Healthcare Symposium	February	Jan/Feb	Feb/Mar
Natural Products Expo West	March	Mar/Apr	Feb/Mar
American College for the Advancement of Medicine	April	May/June	Apr/May
Institute for Functional Medicine	May	May/June	Apr/May
American Association of Holistic Nurses	June	May/June	Jun/Jul
American Association of Nurse Practitioners	June	May/June	Jun/Jul
Lifestyles of Health and Sustainability (LOHAS)	June	May/June	Jun/Jul
ISSEEM (Subtle Energy Conference)	June	May/June	Jun/Jul
American Association of Naturopathic Physicians	August	Jul/Aug	Aug/Sep
Natural Products Expo East	September	Sep/Oct	Aug/Sep
American Association of Pain Management	September	Sep/Oct	Aug/Sep
American College for the Advancement of Medicine	September	Sep/Oct	Aug/Sep
American Academy of Anti-Aging Medicine	December	Nov/Dec	Dec/Jan

Please note that conference distribution is subject to change.

## AFFINITY PARTNERS

The following professional medical associations, teaching institutions, and organizations have chosen to align themselves with InnoVision's journals, increasing your access to the most active, engaged practitioners in the United States.

American Academy of Anti-Aging Medicine  
 American Association of Naturopathic Physicians  
 American College for the Advancement of Medicine  
 American Holistic Medical Association  
 Bastyr University  
 Baylor University

The Center for Mind-Body Medicine  
 Consortium of Academic Health Centers for  
 Integrative Medicine  
 Crayhon Research  
 Institute for Functional Medicine  
 International Pediatric Council

Southwest College of Naturopathic Medicine  
 Traditional Chinese Medicine World Foundation  
 Tai Sophia Institute  
 True North  
 University of Arizona School of Medicine  
 University of Bridgeport College of Naturopathic Medicine

# Your best practitioner-focused media buy in 2010

CIRCULATION



## 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, multi-modality approach to healthcare 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:	Bi-monthly in January, March, May, July, September, November
Format:	Print and digital editions
Circulation:	Total circulation: 20,000 Paid: 11,370 Newsstand: 2,060 Complimentary subscribers: 920 Conference distribution: 5,650
Readership:	MDs/DOs/PhDs, RNs/NPs, nutritionists, licensed acupuncturists, homeopaths, DCs, doctors of dental surgery, social workers, institutions/academia/researchers
Editor in Chief:	David Riley, MD
Website:	www.alternative-therapies.com



## Integrative Medicine: A Clinician's Journal

*Integrative Medicine* is the most highly regarded source of 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.

Redesigned in 2007, including a new,

more professional look and expanded editorial, 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, 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 worth of products to their patients.

Published:	Bi-monthly in February, April, June, August, October, December
Format:	Print and digital editions
Circulation:	Total circulation: 25,000 Paid: 2,550 Healthcare practitioners: 17,300 Complimentary subscribers: 950 Conference distribution: 4,200
Readership:	Holistic MDs/DOs/RNs/NPs/NDs/DCs, nutritionists, chiropractors
Editor in Chief:	Joseph Pizzorno, ND
Website:	www.imjournal.com



## Advances in Mind-Body Medicine

First published in 1985, *Advances* is the leading medical journal in the cutting-edge field of research and application of mind-body medicine—the fastest growing area of medicine. *Advances* explores the relationships between mind, body, spirit, and health; the human experience of health,

illness, and medical care; and the clinical, social, and personal implications of a treatment style that acknowledges the whole person.

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:	Digital edition
Circulation:	Total circulation: 5,000 Paid: 1,200 Healthcare practitioners: 3,000 Complimentary subscribers: 800
Readership:	MDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Website:	www.advancesjournal.com

# 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.

ATHM EDITORIAL CALENDAR

## 2010 *ATHM* Editorial Calendar

January/February	March/April	May/June
• Women's Health	• Herbal/Nutritional Therapies	• Cancer
July/August	September/October	November/December
• Coherence	• Nursing	• Oriental Medicine

For updated editorial information, visit [www.alternative-therapies.com](http://www.alternative-therapies.com). Please note that editorial content is subject to change.



**David Riley, MD**  
Editor in Chief, *ATHM*

### Our Mission

*Alternative Therapies in Health and Medicine* is an international scientific forum for the dissemination of peer-reviewed information to health care professionals regarding the use of integrative and complementary therapies

in promoting optimal wellness, health, and healing. This includes the scientific principles behind a wide variety of evidence-based therapies and systems from around the world as they directly and indirectly relate to health care. These range from complementary and integrative therapies to consciousness and spirituality, functional medicine, and health care reform.

### Research Strength and Credibility

To bring you the most timely, credible research, *ATHM* works with representatives of leading academic institutions in CAM. Members of our editorial board and contributors to the journal include Dean Ornish, MD, founder and president of the Preventive Medicine Research Institute; Mark Hyman, MD, vice-chairman of the board of The Institute for Functional Medicine; Tieraona Low Dog, MD, director of the fellowship for the Program in Integrative Medicine at the University of Arizona; and Joseph Pizzorno, ND, president emeritus of Bastyr University. To stay on the cutting edge of research in integrative and complementary medicine, we actively solicit manuscripts and editorials from members of the Consortium of Academic Health Centers for Integrative Medicine (CAHCIM), The Cochrane Collaboration, The Institute for Functional Medicine, the Samueli Institute, and other organizations.

### #1 Impact Factor in 2006, 2007, and 2008!

In 2006, 2007, and 2008, *ATHM* had the highest impact factor ranking of any independently published, peer-reviewed CAM journal in the United States—meaning that its research articles were cited more frequently than any other journal's in the field.

The rankings, calculated annually by Thomson Reuters, indicate the average number of citations in a year of articles published during the previous 2 years. Note the more than 25% increase from 2007 to 2008—that is a lot of exposure for your product or service!

Year	Impact Factor*
2006	1.429
2007	1.769
2008	2.25

\*Thomson Reuters, © 2009.



# IMCJ Integrative Medicine: A Clinician's Journal

Redesigned in 2007 to great acclaim, *IMCJ* includes a more professional look and greatly expanded content. *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.

## 2010 *IMCJ* Editorial Calendar\*

February/March	August/September
<ul style="list-style-type: none"> <li>• 2009 Index • A Sustained-Release Coenzyme Q<sub>10</sub> and Cyclodextrin Complex • Allostatic Medicine • Holistic Treatments for Burns • Infertility • Coaching Patients for Lifestyle Changes</li> </ul>	<ul style="list-style-type: none"> <li>• Tart Cherry Juice for Fibromyalgia • Qi Gong • Comparison of Herbal Medicines Regulation between China, Germany, and the United States • Prenatal Programming • Primary Care Update • Methodologies in Clinical Integrative Medicine, Pt II</li> </ul>
April/May	October/November
<ul style="list-style-type: none"> <li>• Acupuncture and Cancer • Prostate Cancer • Ways to Be a Better Doctor • Cardiovascular Disease and Statins • Marketplace Dynamics</li> </ul>	<ul style="list-style-type: none"> <li>• EFT (Emotional Freedom Techniques) for Anxiety, Depression, Pain and Cravings • The Transmission of Compassionate Love • Business Strategies for Integrative Medicine • Flavonoids • <i>Serenoa repens</i> (saw palmetto) • Nutrition in CAM</li> </ul>
June/July	December/January 2011
<ul style="list-style-type: none"> <li>• <i>Salacia spp.</i> for Hypoglycemia • Garlic for Streptococcal Vaginitis • Management of Tension headaches With Ayurveda • <i>Asclepias tuberosa</i> (Butterfly Milkweed/Pleurisy Root) • Methodologies in Clinical Integrative Medicine • Business Coaching, Increasing CAM Acceptance • Stress, Heart Rate Variability, and Improved Autonomic Tone</li> </ul>	<ul style="list-style-type: none"> <li>• Safety in Integrative Medicine • Policy and Business: Building Your Clinical Practice • Flavonoids to Combat Biofilms • Chiropractic and Nutritional Strategies for Back Pain • Endothelial Dysfunction</li> </ul>

\*Please note that editorial content is subject to change. For updated editorial information, visit [www.imjournal.com](http://www.imjournal.com).



**Joseph Pizzorno, ND**  
Editor in Chief, IMCJ

### Our Mission

*Integrative Medicine: A Clinician's Journal* provides practical and comprehensive approaches to integrating natural therapies with conventional medicine for the goal of preventing and treating illness and disease as well as promoting health in a clinical setting. Articles offer peer-reviewed, authoritative, scientifically accurate information that practitioners can trust and immediately apply, assuring improved patient outcomes and optimal care.

### Research Authority and Credibility

To bring readers the most authoritative and credible research, *IMCJ* works with an editorial board of leading figures in the CAM arena. Members include Alan R. Gaby, MD, who gave expert testimony to the White House Commission on CAM; Jeffrey Bland, PhD, co-founder of the Institute for Functional Medicine; Buck Levin, PhD, RD, a professor at Bastyr University; Tori Hudson, ND, a professor at National College of Naturopathic Medicine; Mary Hardy, MD, medical director, Simms/Mann-UCLA Center for Integrative Oncology; and many other prestigious thought leaders in the field of integrative medicine.

### Rotating and Regular Review Articles

*IMCJ* packs each issue with insightful, informative, and original articles by respected researchers and leaders in the field, including features and columns such as medical conditions by Alan Gaby, MD; women's health by Bethany Hays, MD; botanical medicine by Eric Yarnell, ND, and Kathy Abascal, JD; clinical reviews by Erica Oberg, ND; News and Analysis by John Weeks; Quality Assurance by Rick Liva, ND, RPh; and conference highlights from various gatherings such as the Institute for Functional Medicine Symposium and the North American Research Conference on Complementary and Integrative Medicine.

# 2010 Print Rates & Specifications

## ATHM and IMCJ Rates

Insertions	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$4,583	\$4,354	\$4,124	\$3,896	\$3,777
3	\$3,888	\$3,694	\$3,500	\$3,305	\$3,111
6	\$3,171	\$3,012	\$2,854	\$2,695	\$2,537
9	\$2,874	\$2,730	\$2,586	\$2,442	\$2,298
12	\$2,475	\$2,351	\$2,227	\$2,103	\$1,980

## Advances in Mind-Body Medicine Rates

Insertions	Full Page	1/2 Page	1/3 Page	1/4 Page
1	\$1,000	\$750	\$600	\$500
2	\$800	\$600	\$500	\$400
3	\$600	\$500	\$350	\$300
4	\$400	\$333	\$275	\$200

## 2010 Journal Closing Schedules

### Alternative Therapies in Health and Medicine

Issue	Jan	Mar	May	Jul	Sep	Nov
Reservations	Nov 6	Jan 11	Mar 8	May 10	Jul 5	Sep 6
Materials	Nov 13	Jan 18	Mar 15	May 17	Jul 12	Sep 13

### Integrative Medicine: A Clinician's Journal

Issue	Feb	Apr	Jun	Aug	Oct	Dec
Reservations	Dec 7	Feb 8	Apr 9	Jun 7	Aug 9	Oct 8
Materials	Dec 14	Feb 15	Apr 16	Jun 14	Aug 16	Oct 15

### Advances in Mind-Body Medicine

Issue	Spring	Summer	Fall	Winter
Reservations	Mar 8	Jun 7	Sep 10	Dec 12
Materials	Mar 15	Jun 14	Sep 17	Dec 11

## Ad Sizes

Ad size	Non-bleed (W x H)	Bleeds (W x H)
<b>Final trim size: 8.125" w x 10.875" h</b>		
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"	4.5" x 11.125"
1/2 vertical	3.375" x 10.00"	4.25" x 11.125"
1/2 horizontal	7.00" x 4.875"	8.375" x 5.5"
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 3 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.

### Via E-mail:

- Send ads to: [lee@innovisionhm.com](mailto:lee@innovisionhm.com). Specify advertiser and issue run.

### Via FTP:

- Upload ads to: Host: 72.16.130.105  
Login: clients Password: clientpass!8

### Via CD:

- Mail to: Lee Dixon  
309 Mountain Laurel Way • Austin, TX 78737  
Phone: 512.829.4305

## Questions?

Please contact Scott Blackburn, Advertising Director, at 303.565.2034 or e-mail [scott@innovisionhm.com](mailto:scott@innovisionhm.com). Visit [www.alternative-therapies.com](http://www.alternative-therapies.com), [www.imjournal.com](http://www.imjournal.com), or [www.advancesjournal.com](http://www.advancesjournal.com) more information.

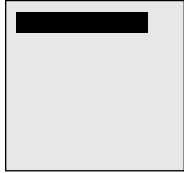
# 2010 E-Media Rates & Specifications

## 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 20,000 impressions. Ads are run of site and appear on all main pages of [alternative-therapies.com](http://alternative-therapies.com), [imjournal.com](http://imjournal.com), and [advancesjournal.com](http://advancesjournal.com).

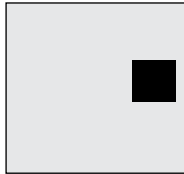
### Web Banners

InnoVision offers 4 types of web advertising to suit your needs:



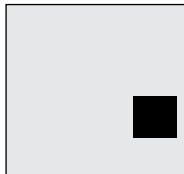
#### 1. Upper Leaderboard

- Placement: Top of website (highest visibility)
- \$1,700 (20,000 impressions per month)
- 728 x 90 pixels (width x height)



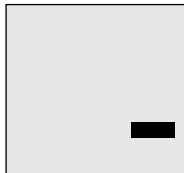
#### 2. Top Square Banner

- Placement: Top right-hand side of website (very high visibility)
- \$1,500 (20,000 impressions per month)
- 250 x 250 pixels (width x height)



#### 3. Second Square Banner

- Placement: Right-hand side of website (high visibility)
- \$1,200 (20,000 impressions per month)
- 250 x 250 pixels (width x height)



#### 4. Half Banner

- Placement: Right-hand column (high visibility)
- \$600 (20,000 impressions per month)
- 234 x 60 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: Nick Arellano  
E-mail: [nicolas@innovisionhm.com](mailto:nicolas@innovisionhm.com)  
Phone: 303.565.2011

### Digital E-Newsletter

The InnoVision E-Newsletter is sent twice each month to a growing list of 15,000+ practitioner subscribers and highlights the latest news in addition to thought-provoking content from *Alternative Therapies in Health and Medicine* and *Integrative Medicine: A Clinician's Journal*.

#### E-Newsletter Features

- Editorial by David Riley, MD, Editor in Chief, *ATHM*
- Editorial by Joe Pizzorno, ND, Editor in Chief, *IMCJ*
- Editorial by Bill Benda, MD Associate Editor, *IMCJ*
- guest editorials
- Breaking industry news
- Cutting-edge research
- Conference listings
- Preview of upcoming journal articles

We offer 3 types of E-Newsletter advertising to suit your needs:

#### 1. Upper Leaderboard

- Placement: Below newsletter graphic (highest visibility)
- \$1,500 (20,000 impressions per month)
- 728 x 90 pixels (width x height)

#### 2. Square

- Placement: Inside left-hand menu panel (very high visibility)
- \$1,250 (20,000 impressions per month)
- 250 x 250 pixels (width x height)

#### 3. Half Banner

- Placement: Inside left-hand menu panel (high visibility)
- \$1000 (20,000 impressions per month)
- 234 x 60 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: Nick Arellano  
E-mail: [nicolas@innovisionhm.com](mailto:nicolas@innovisionhm.com)  
Phone: 303.565.2011

### 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.

# Additional opportunities to connect with your target market

✓ **Special-Interest Sections**  
*Integrative Medicine* features numerous topic-specific special sections throughout the year to match focused editorial to your marketing message. *Alternative Therapies* also offers condition-based theme issues in 2010. Check the enclosed editorial calendars for more information.

✓ **Websites**  
All three of IVHM's professional websites offer significant amounts of content—including searchable databases of past issues—that make them *the* online resources for practitioners and researchers. Choose from leaderboards and/or side squares and half-banners to get your message out, including a link to your own website.

✓ **E-Newsletters**  
The editors of *Alternative Therapies* and *Integrative Medicine: A Clinician's Journal* send out a semi-monthly e-newsletter that reaches thousands of opted-in practitioners with the latest news and upcoming-issue information. If you'd like your message delivered directly to your target's desktop, sponsor one of our e-newsletters—your linkable banner ad can run right at the top of the page!

✓ **Condition Collections**  
New for 2010! Digital-only "Condition Collections" that feature the most current,

peer-reviewed content on cancer, cardiovascular health, women's health, and other issues from *Alternative Therapies* and *Integrative Medicine*. With extended shelf life and distribution via participating sponsors, our websites and e-newsletters, and partner organizations, more than 25,000 practitioners will see your value-priced ad. Condition Collections will appear throughout the year.

✓ **Poster Sessions**  
These science-based boards, print- and online-based versions of the popular educational feature seen at many medical conferences, run on a two-page spread in the journals as well as online.

✓ **Manufacturer-Presented Research**  
It's an innovative, cost-effective way for you to feature your science-based, corporate-product research both in print and online. The regularly appearing InnoVision Product Research Guide allows you to inform our professional readership about your latest product research.

✓ **Inserts/Polybags**  
InnoVision expands your marketing opportunities through per-issue polybags and inserts in our print-edition journals. Past clients have placed an educational CD-ROM with detailed data/research into a polybag. It's a great way to have your marketing message stand out!

✓ **Resources Listings/Featured Products**  
Each issue of our journals contains a Resource Directory (in *Alternative Therapies*) and a Featured Products page (in *IMC*) with product photographs, descriptions, and contact info. This is a highly effective, low-cost way to promote your company's goods and services. These directory listings are available as part of larger advertising contracts or on an issue-by-issue basis.

✓ **Resource Directory**  
It's the CAM community's most comprehensive resource directory of manufacturers, products, and services to help practitioners run an effective, profitable business. This service includes free listings on all three journal websites as well as additional, value-added print and online packages.

✓ **List Rentals**  
If you'd like to mail out to one of our subscriber lists, our lists are available for rental. Send your marketing piece straight to your target! All mailings go through a bonded third-party mail house.

✓ **Classifieds**  
Spread the word about your open position or other noteworthy announcement. Maximum 50 words plus title. \$500 per placement.

**BONUS OPPORTUNITY: Reach an additional 5,000 readers!**

## ADVANCES IN MIND-BODY MEDICINE



### Scope of editorial content

- ❖ Medical systems that embody a mind-body-spirit perspective, such as Tibetan medicine, Ayurveda, traditional Chinese medicine, and homeopathy
- ❖ Classical mind-body therapies such as relaxation, guided imagery, hypnosis, biofeedback, and yoga
- ❖ The psychosocial factors and phenomena that play roles in health
- ❖ Philosophical discussions such as, "What is the mind?" and nonlocal healing
- ❖ Humanistic medicine

**Published 4 times per year in a digital format**

For updated editorial information, visit [www.advancesjournal.com](http://www.advancesjournal.com). Please note that editorial content is subject to change.