



INNOVISION
PROFESSIONAL MEDIA INC.
MEDIA KIT **2012**

2012 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.

2012 *ATHM* Editorial Calendar*

Jan/Feb	Mar/Apr	May/June
• CAM: Yoga, tai chi, meditation	• Homeopathy/Natural products	• Autism/Pediatrics
Jul/Aug	Sep/Oct	Nov/Dec
• Mood disorders, Anxiety, Depression	• Natural products/ Food as Medicine	• CAM Models and Research

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

Our Mission

Alternative Therapies in Health and Medicine is an international scientific forum for the dissemination of peer-reviewed information to healthcare professionals, regarding the use of integrative and complementary therapies in promoting optimal wellness, health, and healing. These range from complementary and integrative therapies to consciousness and spirituality, functional medicine, and health-care reform.

Research Strength and Credibility

ATHM works with representatives from leading academic institutions in CAM to bring you the most timely, credible research. We are actively involved in several leading organizations to insure we remain focused on relevant topics concerning CAM practitioners. Each issue includes a variety of relevant peer-reviewed articles and focused special topics for in-depth review of particular subjects. The *ATHM* review board contains leaders in the CAM industry to insure we remain focused and on target with upcoming trends.

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.

2012 *IMCJ* Editorial Calendar*

Feb/Mar	Aug/Sept
• Chronic Health Conditions	• Changes in Healthcare
Apr/May	Oct/Nov
• CAM Practices	• Supplements for Health
June/July	Dec/Jan 2011
• Food as Medicine	• Women's Health

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

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.

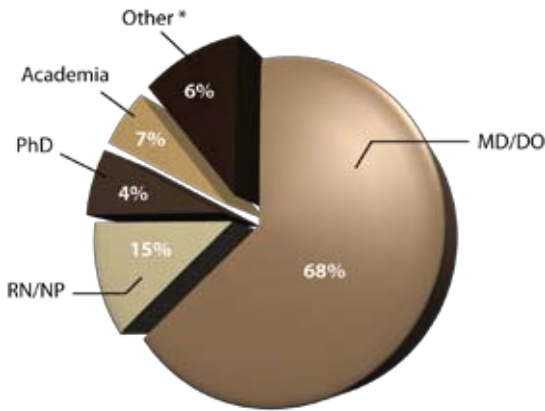
Relevant Articles To Impact Practitioners

IMCJ has established a goal to provide practitioners articles that will have immediate impact on improving the care for their patients. These important articles rely on leaders in the field and cover topics such as Medical Conditions, Protocol Decisions, Women's Health, Botanical Medicine, Clinical Reviews, and other topics to insure a well-rounded practice by our CAM practitioners. Each issue provides tips on running a successful CAM practice for both practitioners and the patients that they serve.

Unmatched, effective, efficient distribution

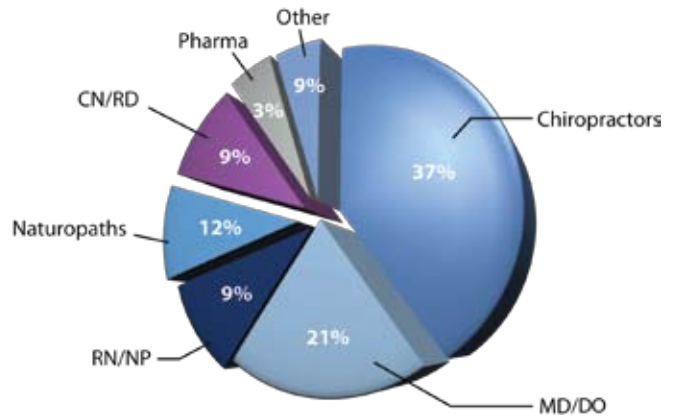
CIRCULATION

Alternative Therapies in Health and Medicine



* Homeopaths, Acupuncturists, Massage Therapists, Social Workers, Marriage Family Counselors (MFC), Naturopaths, Herbalists

Integrative Medicine: A Clinician's Journal



2012 CONFERENCE DISTRIBUTION

Conference	Date	ATHM Issue	IMCJ Issue
Integrative Healthcare Symposium	February	Jan/Feb	Feb/Mar
Naturopathic Oncology Conference	February	Mar/Apr	Feb/Mar
Natural Products Expo West	March	May/June	Apr/May
American College for the Advancement of Medicine	May	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
International and American Association of Clinical Nutritionists	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	November	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.

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|--|--|---|
| American Academy of Anti-Aging Medicine | The Center for Mind-Body Medicine | Traditional Chinese Medicine World Foundation |
| American Association of Naturopathic Physicians | Consortium of Academic Health Centers for Integrative Medicine | Tai Sophia Institute |
| American College for the Advancement of Medicine | Institute for Functional Medicine | True North |
| American College of Preventative Medicine | International Pediatric Council | University of Arizona School of Medicine |
| American Holistic Medical Association | National College of Natural Medicine | University of Bridgeport College of Naturopathic Medicine |
| Bastyr University | Society for Integrative Oncology | |
| Baylor University | Southwest College of Naturopathic Medicine | |

2012 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 20,000 impressions. Ads are run of site and appear on all main pages of alternative-therapies.com and injournal.com

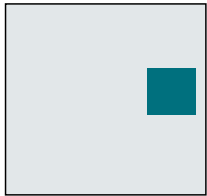
Web Banners

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



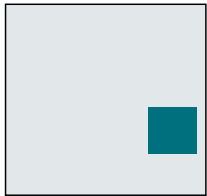
1. Upper Leaderboard

- 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: Production 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 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

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

- Staff Editorial
- Guest Editorials
- Breaking industry news
- Cutting-edge research
- Conference listings
- Preview of upcoming journal articles

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: 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.

2012 Rates & Specifications

Alternative Therapies in Health and Medicine

Published:	Bi-monthly in January, March, May, July, September, November
Format:	Print and digital editions
Circulation:	Total circulation: 20,000
Readership:	MDs/DOs/PhDs, RNs/NPs, nutritionists, licensed acupuncturists, homeopaths, DCs, doctors of dental surgery, social workers, institutions/academia/researchers
Website:	www.alternative-therapies.com

Integrative Medicine: A Clinician's Journal

Published:	Bi-monthly in February, April, June, August, October, December
Format:	Print and digital editions
Circulation:	Total circulation: 25,000
Readership:	Holistic MDs/DOs/RNs/NPs/NDs/DCs, nutritionists, chiropractors
Website:	www.imjournal.com

2012 ATHM Closing Schedule

Issue	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Space	Nov 14	Jan 18	Mar 21	May 16	Jul 18	Sep 19
Materials	Nov 21	Jan 25	Mar 28	May 23	Jul 25	Sep 26
Mail Date	Dec 12	Feb 15	Apr 18	Jun 13	Aug 15	Oct 17

2012 IMCJ Closing Schedule

Issue	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Space	Dec 28	Feb 29	Apr 25	Jun 22	Aug 29	Oct 17
Materials	Jan 4	Mar 7	May 2	Jun 29	Sep 5	Oct 24
Mail Date	Jan 25	Mar 28	May 23	Jul 25	Sep 26	Nov 21

Ad Rates (ATHM and IMCJ)

Insertion	Spread	Page plus 1/3	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$6805	\$5050	\$4125	\$3915	\$3712	\$3310	\$3280
3	\$5620	\$4980	\$3499	\$3320	\$3150	\$2790	\$2725
6	\$4567	\$3995	\$2852	\$2710	\$2568	\$2284	\$2200
9	\$4140	\$3685	\$2585	\$2457	\$2327	\$1970	\$1910
12	\$2595	\$3172	\$2227	\$2116	\$1995	\$1695	\$1650

Ad Sizes (ATHM and IMCJ)

Ad size	Non-bleed (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	TOC
1	\$6995	\$6435	\$7210	\$6450
3	\$5750	\$6240	\$6060	\$4785
6	\$4350	\$3460	\$4975	\$3410
9	\$4285	\$3390	\$4780	\$3315
12	\$4000	\$3250	\$4550	\$3125

Preferred File Format

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

Submission Methods

Listed at right 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.

Via E-mail:

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

Via FTP:

- Upload ads to: Host: 72.16.130.105
Login: clients Password: clientpass18

Via CD:

- Mail to: Innovision Professional Media
1270 Eagan Industrial Rd, Ste. 190 • Eagan, MN 55121
Phone: (651) 251-9624

Questions?

Please contact David Benson, Sales Manager, (651) 251-9623, david@innovisionhm.com or Sales Department, (651) 251-9624, sales@innovisionhm.com. Visit www.alternative-therapies.com or www.imjournal.com for more information.