



**INNOVISION**  
PROFESSIONAL MEDIA INC.  
MEDIA KIT **2013**

## 2013 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 community.

#### 2013 *ATHM* Editorial Calendar\*

Jan/Feb	Mar/Apr	May/June
• Heart Health	• Cancer	• Nursing & CAM Medicine
Jul/Aug	Sep/Oct	Nov/Dec
• Traditional Chinese Medicine	• Parkinson's & Alzheimer's	• CAM Practices

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

#### 2013 *IMCJ* Editorial Calendar\*

Feb/Mar	Apr/May	June/July
• Health care Reform	• Chronic Health Conditions	• Food as Medicine
Aug/Sept	Oct/Nov	Dec/Jan 2013
• Supplements	• Autism	• CAM Practices

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

#### 2013 *Advances* Editorial Calendar\*

Winter	Spring
• Traditional Chinese Medicine	• Parkinson's & Alzheimer's
Summer	Fall
• Exercise & Physiology	• Meditation & Yoga

\*Please note that editorial content is subject to change. For updated editorial information, visit [www.advancesjournal.com](http://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:	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
Editor in Chief:	Andrew Campbell, MD
Website:	<a href="http://www.alternative-therapies.com">www.alternative-therapies.com</a>

## 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:	Bi-monthly in February, April, June, August, October, December
Format:	Print and digital editions
Circulation:	Total circulation: 25,000
Readership:	Holistic MD/DO/RN/NP/ND, DC, nutritionists, integrative chiropractors
Editor in Chief:	Joseph Pizzorno, ND
Website:	<a href="http://www.imjournal.com">www.imjournal.com</a>

## 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:	Print and digital editions
Circulation:	Total circulation: 10,000
Readership:	MDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Editor in Chief:	Andrew Campbell, MD
Website:	<a href="http://www.advancesjournal.com">www.advancesjournal.com</a>

# 2013 Rates & Specifications

## 2013 ATHM Closing Schedule

Issue	Jan	Mar	May	Jul	Sep	Nov
Reservations	Nov 16	Jan 21	Mar 15	May 17	Jul 12	Sep 12
Materials	Nov 23	Jan 28	Mar 22	May 24	Jul 19	Sep 19

## 2013 IMCJ Closing Schedule

Issue	Feb	Apr	Jun	Aug	Oct	Dec
Reservations	Dec 21	Feb 15	Apr 19	Jun 14	Aug 16	Oct 18
Materials	Dec 28	Feb 22	Apr 26	Jun 21	Aug 23	Oct 25

## 2013 Advances Closing Schedule

Issue	Winter	Spring	Summer	Fall
Reservations	Nov 20	Feb 19	Apr 23	Jun 23
Materials	Nov 27	Feb 26	Apr 30	Jul 30

## 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"	
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"	
<b>For bleed ads, hold all live matter .5" from edges.</b>		

## 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.

## Ad Rates (ATHM and IMCJ)

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$4125	\$3915	\$3712	\$3310	\$3280
3	\$3499	\$3320	\$3150	\$2790	\$2725
6	\$2852	\$2710	\$2568	\$2284	\$2200
9	\$2585	\$2457	\$2327	\$1970	\$1910
12	\$2227	\$2116	\$1995	\$1695	\$1650

## 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	\$6995	\$6435	\$7210	\$6450
3	\$5750	\$6240	\$6060	\$4785
6	\$4350	\$3460	\$4975	\$3410
9	\$4285	\$3390	\$4780	\$3315
12	\$4000	\$3250	\$4550	\$3125
16	\$3750	\$3125	\$4250	\$3000

## 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, (651)251-9623 david@innovisionhm.com or Sales Department, (651)251-9650, sales@innovisionhm.com  
Visit www.alternative-therapies.com or www.injournal.com or www.advancesjournal.com for more information.

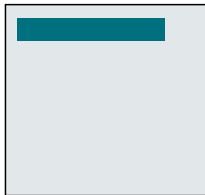
# 2013 E-Media Opportunities

## 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](http://alternative-therapies.com) and [imjournal.com](http://imjournal.com)

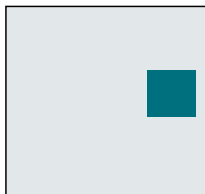
### Web Banners

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



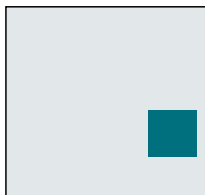
#### 1. Upper Leaderboard

- Placement: Top of website (highest visibility)
- \$1700 (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)
- \$1500 (20,000 impressions per month)
- 250 x 250 pixels (width x height)



#### 3. Second Square Banner

- Placement: Right-hand side of website (high visibility)
- \$1200 (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 dpi)
- Send ads to: Production Department  
E-mail: [david@innovisionhm.com](mailto: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 3 types of E-Newsletter advertising to suit your needs:

- Editorial by Joe 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)
- \$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 dpi)
- Send ads to: Production Department  
E-mail: [david@innovisionhm.com](mailto: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.