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.
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, 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.

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.

Published: Bi-monthly in February, April, June, August, October, December
Format: Print and digital editions
Circulation: Total circulation: 28,250
Readership: Holistic MDs/DOs/RNs/NPs/NDs, DCs, nutritionists, integrative chiropractors
Editor in Chief: Joseph Pizzorno, ND
Web site: www.imjournal.com

2017 IMCJ CLOSING SCHEDULE

February/March
Reservations: December 16
Materials: December 23

April/May
Reservations: February 17
Materials: February 24

June/July
Reservations: April 14
Materials: April 21

August/September
Reservations: June 16
Materials: June 23

October/November
Reservations: August 18
Materials: August 25

December/January
Reservations: October 20
Materials: October 27

AD RATES

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**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.

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**2017 ADVANCES EDITORIAL CALENDAR**

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<td>Environmental Medicine</td>
<td>Neurology</td>
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*Please note that editorial content is subject to change. For updated editorial information, visit www.advancesjournal.com.

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**2017 ADVANCES CLOSING SCHEDULE**

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<td>Materials: May 26</td>
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**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

“The natural healing force within each one of us is the greatest force in getting well.” —Hippocrates
2017 RATES & SPECIFICATIONS

AD SIZES

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PREMIUM POSITIONS

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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

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.
2017 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 visiblity)
   • $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: Sales Department
  E-mail: david@innovisionhm.com
  Phone: (651)251-9623

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