



INNOVISION
PROFESSIONAL MEDIA INC.

2 0 2 3 M E D I A K I T



ALTERNATIVE THERAPIES

IN HEALTH AND MEDICINE

2023 ATHM EDITORIAL CALENDAR*

| | |
|---|--|
| January/ February (29.1) Stress & Immune Response | July/August (29.5) Gastrointestinal Health |
| March (29.2) Mold & Mycotoxins | September (29.6) The Future of Healthcare |
| April (29.3) Hormone Health | October (29.7) Brain Health |
| May/ June (29.4) Holistic Approaches to Diabetes | November/ December (29.8) Healthy Aging |

EVERY ISSUE OF ATHM INCLUDES:

- Special Editorial
- Ingredient Focus
- Industry Insight

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



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, integrative 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, SCOPUS, Index Medicus, CINAHL, SciSearch, ISI Alerting Services, EMBASE, and additional index services.

| | |
|-------------------------|---|
| Published: | Eight times per year: Jan/Feb, March, April, May/ June, July/ August, September, October, and November/December |
| Format: | Print and digital editions |
| Circulation: | Total circulation: 26,250 |
| Readership: | MDs/DOs/PhDs, NDs, RNs/NPs, DCs, nutritionists, licensed acupuncturists, homeopaths, doctors of dental surgery, institutions/academia/researchers, social workers |
| Editor in Chief: | Andrew Campbell, MD |

2023 ATHM CLOSING SCHEDULE

| | |
|--|--|
| January/ February Reservations: December 2 Materials: December 14 | July/ August Reservations: May 12 Materials: May 19 |
| March Reservations: January 20 Materials: January 27 | September Reservations: July 14 Materials: July 21 |
| April Reservations: February 24 Materials: March 3 | October Reservations: August 25 Materials: September 1 |
| May/ June Reservations: March 17 Materials: March 24 | November/ December Reservations: September 15 Materials: September 22 |

AD RATES

| Insertion | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1 | \$6635 | \$5975 | \$4970 | \$4473 | \$1940 |
| 3 | \$4976 | \$4479 | \$3732 | \$3360 | \$1494 |
| 6 | \$3880 | \$3492 | \$2910 | \$2619 | \$1388 |
| 9 | \$2964 | \$2657 | \$2223 | \$2025 | \$1225 |
| 12 | \$2655 | \$2390 | \$1990 | \$1791 | \$1180 |
| 16 | \$2210 | \$1989 | \$1658 | \$1494 | \$995 |



IMCJ Integrative Medicine: A Clinician's Journal

2023 IMCJ EDITORIAL CALENDAR*

February/ March (22.1)
Cardiometabolic

August/ September (22.4)
Pain Management

April/ May (22.2)
Environmental Toxins & Detox

October/ November (22.5)
Cognition & Mental Health

June/ July (22.3)
Evolution of Integrative Medicine

December/ January 2024 (22.6)
Longevity & Disease Prevention

EVERY ISSUE OF IMCJ INCLUDES:

- Special Editorial
- CASE Studies
- Jeffrey Bland—Nutrition

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



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 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: 29,500 |
| Readership: | Holistic MDs/DOs, NDs, DCs, RNs/NPs, nutritionists, dietitians, homeopaths, certified acupuncturists |
| Editor in Chief: | Joseph Pizzorno, ND |
| Web site: | www.imjournal.com |

2023 IMCJ CLOSING SCHEDULE

February/March
Reservations: December 16
Materials: December 23

August/September
Reservations: June 16
Materials: June 23

April/May
Reservations: February 17
Materials: February 24

October/November
Reservations: August 18
Materials: August 25

June/July
Reservations: April 14
Materials: April 21

December/January
Reservations: October 20
Materials: October 27

AD RATES

| Insertion | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1 | \$6635 | \$5975 | \$4970 | \$4473 | \$1940 |
| 3 | \$4976 | \$4479 | \$3732 | \$3360 | \$1494 |
| 6 | \$3880 | \$3492 | \$2910 | \$2619 | \$1388 |
| 9 | \$2964 | \$2657 | \$2223 | \$2025 | \$1225 |
| 12 | \$2655 | \$2390 | \$1990 | \$1791 | \$1180 |
| 16 | \$2210 | \$1989 | \$1658 | \$1494 | \$995 |



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.

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.

2023 ADVANCES EDITORIAL CALENDAR*

| | |
|--------------------------------------|-----------------------------------|
| Winter Meditation | Spring Yoga/ Exercise |
| Summer Psychedelic Therapy | Fall Future of Medicine |

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

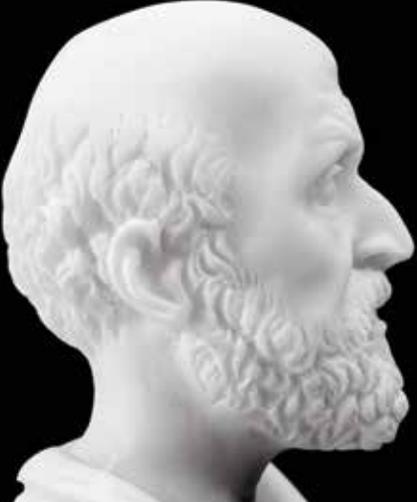
| | |
|-------------------------|---|
| Published: | Winter, Spring, Summer, Fall |
| Format: | Print and digital editions |
| Circulation: | Total circulation: 14,000 |
| Readership: | MDs, NDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers |
| Editor in Chief: | Andrew Campbell, MD |
| Website: | www.advances-journal.com |

AD RATES

| Insertion | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1 | \$3125 | \$2860 | \$2345 | \$2050 | \$1750 |
| 4 | \$1795 | \$1680 | \$1346 | \$1175 | \$995 |

2023 ADVANCES CLOSING SCHEDULE

| | |
|---|---|
| Winter Reservation: December 2 Materials: December 9 | Spring Reservation: February 10 Materials: February 17 |
| Summer Reservation: May 12 Materials: May 19 | Fall Reservation: August 11 Materials: August 18 |



What are mind-body techniques?

- Biofeedback
- Cognitive behavioral therapy
- Relaxation techniques

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

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



2023 RATES & SPECIFICATIONS

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. | | |

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 |

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
3470 Washington Drive, Suite 102
Eagan, MN 55121

SPONSORED WEBINARS

Webinars are an ideal way to demonstrate your company's commitment to education, and to bring the expertise of your Medical and Scientific Leaders to our practitioner audience.

Spotlight a speaker and topic of your choice in an interactive session. InnoVision Professional Media hosted webinars include two dedicated promotional e-blasts, access to full registrant contact information, post-event recording of session for distribution.

\$5,500 per Sponsored Webinar

DEDICATED E-BLASTS

InnoVision Professional Media offers dedicated email opportunities to our over 25,000 practitioner subscribers. Engage with practitioners by sharing your products and services.

\$2,800 per dedicated e-blast

PRACTITIONER SEMINARS

InnoVision Professional Media offers a unique opportunity to meet physicians, nurses, and other healthcare professionals who are looking to improve patient care. Backed by the strength and credibility of our three peer reviewed journals, InnoVision Professional Media looks to provide practitioners with onsite training on the latest research and connect practitioners with thought healthcare leaders within the healthcare community. Exhibiting and sponsorship opportunities are available at all of our events throughout 2023.

CHIROPRACTOR ISSUE

InnoVision Professional Media will be publishing two Chiropractor issues. These issues will provide original research and commentaries on integrative/ holistic approaches for Chiropractors. Sponsorship and sampling opportunity available in each issue. **AS A BONUS** these issues will be distributed to all **ATHM** and **IMCJ** digital subscribers, integrative Chiropractors, and events.

Winter issue: February 2023

Fall issue: August 2023



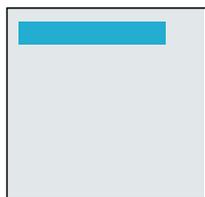
2023 E-MEDIA OPPORTUNITIES

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.

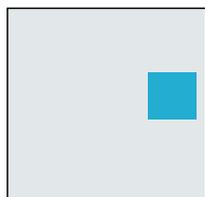
WEB BANNERS

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



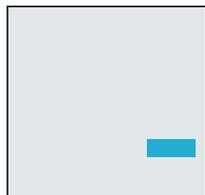
1. Upper Leaderboard

- 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 250 pixels (width x height)



3. Half Banner

- Placement: Right-hand column (high visibility)
- \$600 (25,000 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

DIGITAL E-NEWSLETTER

The InnoVision E-Newsletter is sent twice each month to a growing list of 25,000+ 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 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.