Credibility & Integrity. Impact. Reach.
Put the strength of our industry-leading, peer-reviewed medical journals to work for you.

2008 MEDIA KIT
**Reach: Unmatched, effective, efficient distribution.**

*InnoVision Health Media is a vertically integrated medical-publishing company with three highly respected, long-running, peer-reviewed medical journals that reach more than 45,000 practitioners during every publishing cycle. Each journal, offered in print and digital editions, is a clear market leader.*

Advertising in *Alternative Therapies, Integrative Medicine,* and *Advances* does more than generate ROI and put your company in front of the leading practitioners in the field of integrative, complementary, and alternative medicine. It puts you in direct contact with the “influencers” and resellers you need to reach. More than 90% of *Alternative Therapies* and *Integrative Medicine* readers sell or recommend natural products and supplements to their patients.

**Affinity Marketing**

When it comes to integration with the industry we serve, InnoVision Health Media offers advertisers built-in partnerships with a number of the key associations, schools, and organizations in the field of integrative and holistic medicine. These partnerships provide access to the most active practitioners in the field—professionals constantly looking for new information and products and services for their patients.

**Affinity Partners**

<table>
<thead>
<tr>
<th>American Association of Naturopathic Physicians</th>
<th>Consortium of Academic Health Centers for Integrative Medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspen Center for Integrative Health</td>
<td>Institute for Functional Medicine</td>
</tr>
<tr>
<td>Bastyr University</td>
<td>Traditional Chinese Medicine World Foundation</td>
</tr>
<tr>
<td>Baylor University</td>
<td>Tai Sophia Institute</td>
</tr>
<tr>
<td>Center for Mind-Body Medicine</td>
<td>University of Arizona School of Medicine</td>
</tr>
<tr>
<td>Collaboration for HealthCare Renewal</td>
<td></td>
</tr>
</tbody>
</table>

**Circulation**

**Alternative Therapies in Health and Medicine**

<table>
<thead>
<tr>
<th>Total Circulation:</th>
<th>20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Paid:</td>
<td>9,100</td>
</tr>
<tr>
<td>Digital Paid:</td>
<td>2,120</td>
</tr>
<tr>
<td>Newsstand Paid:</td>
<td>1,910</td>
</tr>
<tr>
<td>Complimentary Subscribers:</td>
<td>800</td>
</tr>
<tr>
<td>Bonus Distribution:</td>
<td>5,500</td>
</tr>
</tbody>
</table>

**Integrative Medicine: A Clinician’s Journal**

<table>
<thead>
<tr>
<th>Total Circulation:</th>
<th>25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Paid:</td>
<td>1,700</td>
</tr>
<tr>
<td>Print Paid:</td>
<td>850</td>
</tr>
<tr>
<td>Healthcare Practitioners:</td>
<td>17,000</td>
</tr>
<tr>
<td>Complimentary Subscribers:</td>
<td>850</td>
</tr>
<tr>
<td>Bonus Distribution:</td>
<td>4,000</td>
</tr>
</tbody>
</table>

**Conference Distribution***

| American Association of Naturopathic Physicians (AANP) |
| American Association of Nurse Practitioners (AANP) |
| American Holistic Medical Association (AHMA) |
| American Association for Pain Management (AAPM) |
| American College for Advancement in Medicine (ACAM) |
| American Holistic Nurses Association (AHNA) |
| Anti-Aging Conference |
| Center for Mind-Body Medicine |
| Complementary and Natural Healthcare Expo |
| Institute for Functional Medicine (IFM) |
| International and American Association of Clinical Nutritionists (IAACN) |
| Scripps Integrative Medicine Conference |
| Traditional Chinese Medicine Conference (TCM) |

* Partial list. All conference distribution is subject to change.
Credibility & Integrity: The most respected journals in the field.

**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 its readers take a rational, individualized, comprehensive approach to treatment. As patient interest in a more holistic, multiplemodality 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* is indexed in MEDLINE, Index Medicus, CINAHL, SciSearch, ISI Alerting Services, Current Content/Clini- cal Medicine, and EMBASE.

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

**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.

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 product. Research shows that it is not uncommon for a single practitioner to sell tens (and sometimes hundreds) of thousands of dollars of product to their patients.

*Integrative Medicine* has applied for indexing in MEDLINE and Index Medicus and is indexed in CINAHL.

Published: Bi-monthly in February, April, June, August, October, December
Format: Print and digital editions
Circulation: 25,000 subscribers and newsstand sales
Readership: Holistic MD/DO/RN/NP/ND, DC, nutritionists
Editor in Chief: Joseph Pizzorno, ND
Website: 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 mindbody 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 readers who understand the role of integrated approaches to wellness and health. It’s an ideal venue for your products and services.

*Advances* is indexed on MEDLINE, Index Medicus, and CINAHL.

Published: Quarterly
Format: Digital edition
Circulation: 3,500
Readership: MD/RN/NP, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Editor in Chief: Sheldon Lewis
Website: advancesjournal.com
More ways to help you connect with your target market!

Through its three medical journals, InnoVision Health Media offers a variety of effective, high-powered marketing vehicles to help you connect with your target audience. Choose from the menu below to find the opportunities that best suit your company’s goals:

- **Display Advertising**
  From two-page color spreads to quarter-page ads, we offer a large selection of sizes and schedules to fit your creative needs. Design a campaign that gets you in every issue or vary ad sizes/issues to fit your marketing plan.

- **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 2008. 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 makes 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 twice-a-month eNewsletter that reaches thousands of opt-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 will run right at the top of the page!

- **Condition Collections**
  New for 2008! Three digital-only “Condition Collections” that feature the most current, peer-reviewed, condition-specific content 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 in April, July, and November.

- **Poster Boards**
  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.

- **Research Guide**
  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.

- **CME**
  InnoVision is able to certify educational activities for Category 1 CME credits for physicians. We work with companies that serve as commercial supporters of print-based, enduring (online) and live educational activities. Commercial supporters receive numerous advertising and promotion opportunities throughout the year in the InnoVision medical journals, online, and via additional collateral material.

- **Inserts/Polybags**
  InnoVision expands your marketing opportunities through per-issue polybags and inserts in our print-edition journals. In 2007, one client 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 *IMCJ*) 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 list is available for rental. Send your marketing piece straight to your target! All mailings go through a bonded third-party mail house.

For rates and more information about any of the above marketing vehicles, contact:
Scott Blackburn, Advertising Director • Ph: 303.565.2034 • E-mail: scott@innovisionhm.com

2995 Wilderness Place, Suite 205 • Boulder, CO 80301 • Ph: 303.440.7402 • Web: innovisionhm.com
2008 Editorial Calendar

Alternative Therapies in Health and Medicine has a number of themed issues scheduled for 2008, including issues on nutrition and fitness, complementary and alternative medicine, and autism. In 2008, ATHM will also feature a regular column by Jeffrey Bland, PhD, founder of the Institute for Functional Medicine, as well as contributions from other thought leaders in the CAM field.

<table>
<thead>
<tr>
<th>January/February</th>
<th>May/June: Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A Look at the Institute for Functional Medicine With David Jones, MD</td>
<td></td>
</tr>
<tr>
<td>• Functional Somatic Syndromes, Stress Pathologies, and Epigenetics</td>
<td></td>
</tr>
<tr>
<td>• Treating Fallopian Tube Occlusion With Manual Pelvic Physical Therapy</td>
<td></td>
</tr>
<tr>
<td>• Ayurvedic Herbal Supplements as an Antidote to 9/11 Toxicity</td>
<td></td>
</tr>
<tr>
<td>• The Near-Death Experience: A Cerebellar Method to Protect Body and Soul</td>
<td></td>
</tr>
<tr>
<td>• Integrative Mental Health Care: Foundations and Clinical Methods</td>
<td></td>
</tr>
<tr>
<td>• Six Pillars of Energy Medicine: Clinical Strengths of a Complementary Paradigm</td>
<td></td>
</tr>
<tr>
<td>• Increasing Research Capacity at the New England School of Acupuncture: Building Grants Management Infrastructure</td>
<td></td>
</tr>
<tr>
<td>• A Conversation With Woodson Merrell, MD</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March/April: Complementary and Alternative Medicine</th>
<th>July/August: Autism</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Efficacy of Lifestyle Changes in Modifying Practical Markers of Fitness and Wellness</td>
<td></td>
</tr>
<tr>
<td>• Increasing Research Capacity at the New England School of Acupuncture Through NCCAM-Supported Faculty and Student Research Training Initiatives</td>
<td></td>
</tr>
<tr>
<td>• Is Health Services Research the Holy Grail of CAM Research?</td>
<td></td>
</tr>
<tr>
<td>• Randomized Controlled Trials as Evidence in Legal Disputes About the Benefits of CAM</td>
<td></td>
</tr>
<tr>
<td>• CAM in US Family Medicine Practices: A Pilot Qualitative Study</td>
<td></td>
</tr>
<tr>
<td>• Discerning the Mauve Factor</td>
<td></td>
</tr>
<tr>
<td>• A Conversation With Jacob Liberman, OD, PhD</td>
<td></td>
</tr>
<tr>
<td>• Autism: An Integrative Approach</td>
<td></td>
</tr>
<tr>
<td>• A Possible Central Mechanism in Autism Spectrum Disorders: Interaction of Activated Microglia, Excitotoxicity, Reactive Oxygen and Nitrogen Species, Lipid Peroxidation Products and the Role of Elevated Androgen Levels</td>
<td></td>
</tr>
<tr>
<td>• A Retrospective on Autism: A Biomedical Approach</td>
<td></td>
</tr>
<tr>
<td>• Case Reports on Autism</td>
<td></td>
</tr>
<tr>
<td>• MeB12 Treatment for Autism</td>
<td></td>
</tr>
<tr>
<td>• The Future of Autism Research</td>
<td></td>
</tr>
</tbody>
</table>

Please contact Scott Blackburn (see contact information below) for September/October and November/December editorial lineups.

Research Strength and Credibility: Academic Partnerships

To bring you the most recent highly credible research, Alternative Therapies in Health and Medicine works with representatives of leading academic institutions in the CAM field. Members of our editorial board include David Eisenberg, MD, of Harvard; Victoria Maizes, MD, of the University of Arizona; James Gordon, MD, of The Center for Mind-Body Medicine, and many other prestigious thought leaders in CAM.

CME Articles

Many issues include an ACCME-accredited article in the journal, featuring review articles and original research. By taking these courses, practitioners can receive credit to retain their licenses.

Peer-review Process

All original content is first reviewed by our submissions editor, who, with input from the editor in chief, decides whether to reject the manuscript or put it through the peer-review process. ATHM uses a network of more than 150 peer reviewers to review content for the journal. Many of our reviewers are specialists in the CAM field; others are specialists in conventional medicine. Several are research methodologists and university faculty members.

Questions?

Please contact Scott Blackburn, Advertising Director, at 303.565.2034 or email scott@innovisionhm.com. Visit www.alternative-therapies.com for more information.
InnoVision 2008 In-Print Rates & Specifications

2008 Net Rates: ATHM and IMCJ

<table>
<thead>
<tr>
<th>Insertions</th>
<th>One Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,968</td>
<td>$3,366</td>
<td>$2,746</td>
<td>$2,518</td>
<td>$2,143</td>
</tr>
<tr>
<td>3</td>
<td>$3,770</td>
<td>$3,200</td>
<td>$2,610</td>
<td>$2,393</td>
<td>$2,041</td>
</tr>
<tr>
<td>6</td>
<td>$3,572</td>
<td>$3,028</td>
<td>$2,473</td>
<td>$2,268</td>
<td>$1,930</td>
</tr>
<tr>
<td>9</td>
<td>$3,373</td>
<td>$2,862</td>
<td>$2,337</td>
<td>$2,143</td>
<td>$1,820</td>
</tr>
<tr>
<td>12</td>
<td>$3,188</td>
<td>$2,705</td>
<td>$2,208</td>
<td>$2,025</td>
<td>$1,720</td>
</tr>
</tbody>
</table>

For Advances ad rates, please call Scott Blackburn at 303.565.2034

*Special discount for companies advertising in all 6 issues of ATHM and IMCJ

Acceptable File Formats

There are 4 file formats that are accepted, however a press-optimized PDF output at 2400 dpi is ideal.

Adobe PDF (.pdf)
- Press-optimized (high-resolution)
- All fonts must be embedded within document. True Type or Type One fonts are NOT acceptable.

Adobe Illustrator (.eps)
- Supporting files must be included (graphics/fonts)
- Images must be CMYK, 300 dpi at 100% scale

Adobe Photoshop (.tif)
- Images must be CMYK, 300 dpi at 100% scale

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.

Via Email:
- Send ads to: lee@innovisionhm.com
- Specify advertiser name and issue run

Via FTP:
- Upload ads to: Host: 72.16.130.105
  Login: clients
  Password: clientpass!8
- Please send an email to lee@innovisionhm.com indicating file upload, advertiser name, and issue run

Via CD:
- Mail to:    Lee Dixson
  309 Mountain Laurel Way
  Austin, TX 78737
  Ph: 512.829.4305

Artwork Submission Deadlines

If artwork cannot be provided by the deadlines or an approved extension by the Art Director, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Publisher’s Liability

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 publisher is contained if such failure is due to acts of God, strikes, accident or other circumstances beyond the Publisher’s control.

Acceptance of Advertising

Publisher reserves the right to review and reject any ads it deems as inappropriate for the content of the journal.

**Online Advertising**

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, imjournal.com, and advancesjournal.com.

**Rates and Sizes**

InnoVision offers 3 types of web advertising to suit your needs:

1. **Top Banner**
   - Placement: Top of website (highest visibility)
   - $1,000 (20,000 impressions per month)
   - 468 x 60 pixels (width x height)

2. **Vertical Banner**
   - Placement: Top right-hand side of website (very-high visibility)
   - $1,000 (20,000 impressions per month)
   - 120 x 240 pixels (width x height)

3. **Tile Banner**
   - Placement: Left-hand column (high visibility)
   - $500 (20,000 impressions per month)
   - 140 x 75 pixels (width x height)

**Acceptable File Formats**

JPG, GIF, SWF (Flash)

- Screen-resolution (72 dpi).
- Send ads to kris@innovisionhm.com. Include advertiser name and run date in subject line.

**Questions?**


---

**E-Newsletter**

The InnoVision E-Newsletter is sent twice each month to a growing list of 7,000+ practitioner subscribers and highlights thought-provoking content from *Alternative Therapies in Health and Medicine* and *Integrative Medicine: A Clinician’s Journal*.

**The E-Newsletter Features:**

- Exclusive editorial by Bill Benda, MD
- Editorials by Mark Hyman, MD, Editor in Chief, *ATHM*
- Editorials by Joe Pizzorno, ND, Editor in Chief, *IMCJ*
- Breaking industry news
- Cutting-edge research
- Conference listings
- Preview of upcoming journal articles
- Abstract information

**Rates and Sizes**

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

1. **Upper Leaderboard**
   - Placement: Below newsletter (highest visibility)
   - $1,000 per issue
   - 600 x 100 pixels (width x height)

2. **Vertical Banner**
   - Placement: Inside left-hand menu panel (high visibility)
   - $500 per issue
   - 150 x 300 pixels (width x height)

3. **Inline Text Box**
   - Placement: Inside newsletter body. Includes 25 words plus “click here” hyper-link. (high visibility)
   - $500 per 20,000 impressions per month
   - 140 x 75 pixels (width x height)