INNOVISION

PROFESSIONAL MEDIA INC.

2027 MEDIA KIT

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.

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.

2027 *ATHM* EDITORIAL CALENDAR*

January/ February (33.1)
Cardiometabolic Health

March/ April (33.2)
IBS and Gut Health

May/ June (33.3)
Mitochondrial Function

July/August (33.4)
Preventive Genomics

September/ October (33.5)
Personalized Wellness

November/ December (33.6)
Brain and Behavioral Health

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.

Published:	Six times per year: Jan/Feb, March/April, May/ June, July/ August, Sept/Oct, and Nov/Dec
Format:	Print and digital editions
Circulation:	Total circulation: 26,750
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
Website:	www.alternative-therapies.com

2027 *ATHM* CLOSING SCHEDULE

January/ February
Reservations: November 25
Materials: December 4

March/ April
Reservations: January 15
Materials: January 22

May/ June
Reservations: March 19
Materials: March 26

July/ August
Reservations: May 7
Materials: May 14

September/ October
Reservations: July 9
Materials: July 16

November/ December
Reservations: September 10
Materials: September 17

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

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.

2027 *IMCJ* EDITORIAL CALENDAR*

February/ March (26.1)
Metabolic Health Revolution

April/ May (26.2)
Hormonal Health

June/ July (26.3)
Lifestyle Interventions

August/ September (26.4)
Toxic Burden

October/ November (26.5)
Age-Related Cognitive Health

December/ January 2027 (26.6)
Longevity within Preventive Healthcare

EVERY ISSUE OF IMCJ INCLUDES:

- Special Editorial
- CASE Studies
- Nutrition

*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: 29,750
Readership:	Holistic MDs/DOs, NDs, DCs, RNs/NPs, nutritionists, dietitians, homeopaths, certified acupuncturists
Editor in Chief:	Joseph Pizzorno, ND
Co-Editor in Chief:	Chris D'Adamo, PhD
Web site:	www.imjournal.com

2026 *IMCJ* CLOSING SCHEDULE

February/March
Reservations: December 18
Materials: December 29

April/May
Reservations: February 12
Materials: February 19

June/July
Reservations: April 9
Materials: April 16

August/September
Reservations: June 11
Materials: June 18

October/November
Reservations: August 13
Materials: August 20

December/January
Reservations: October 15
Materials: October 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

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.

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

2027 *ADVANCES* EDITORIAL CALENDAR*

January/ February (41.1)
Integration of AI into Practice

March/ April (41.2)
Integrating Yoga into Practice

May/ June (41.3)
Lifelong Health

July/ August (41.4)
Next Generation of Healthcare

September/ October (41.5)
Balancing Mind and Body

November/ December (41.6)
Preventive and Functional Care

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

Published:	Six times per year: Jan/Feb, March/April, May/ June, July/ August, Sept/Oct, and Nov/Dec
Format:	Print and digital editions
Circulation:	Total circulation: 14,000
Readership:	MDs, NDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Editor in Chief:	Tabatha Parker, ND
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
3	$2460	$2270	$1845	$1615	$1375
6	$1795	$1680	$1345	$1175	$995

2027 *ADVANCES* CLOSING SCHEDULE

January/ February
Reservations: November 25
Materials: December 4

March/ April
Reservations: January 22
Materials: January 29

May/ June
Reservations: March 19
Materials: March 26

July/ August
Reservations: May 14
Materials: May 21

September/ October
Reservations: July 16
Materials: July 23

November/ December
Reservations: September 17
Materials: September 24

2027 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

ADDITIONAL PUBLICATIONS

InnoVision Professional Media offers additional academic and scientific peer reviewed journals. These themed publications highlight advancing medical research in Ayurveda, Yoga, Metabolic Health, AI, and Longevity. Engage with research in the advancement in ingrative medicine though our following new peer reviewed journals:

- *Advances in Metabolic Health*
- *Applications for Artificial Intelligence in Medicine*
- *Clinical & regenerative Applications for Medicine*
- *Integrating AYUSH with Modern Healthcare*

For more information, please visit our list of these new journals at: **www.innovisionhealmedia.com/publications**

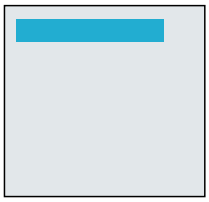
2027 E-MEDIA OPPORTUNITIES

ONLINE ADVERTISING OPPORTUNITIES

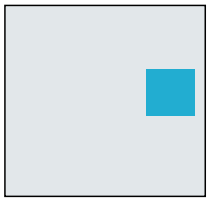
Our web advertising is sold with the guarantee of delivering a specified number of monthly impressions for your campaign. Pricing is based upon a CPM (cost per thousand) basis, and units are sold in bundles of 25,000 impressions. Ads are "run of site" and appear on all main pages of **alternative-therapies.com, imjournal.com, and advancesjournal.com.**

WEB BANNERS

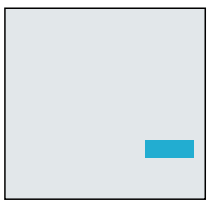
InnoVision offers four types of web advertising to suit your needs:



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 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: 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.