

# Alternative Medicine



**Natural Living For  
The Real World.**

## **OUR MISSION:**

Alternative Medicine inspires and empowers readers to take an active role in their own health, employing a holistic and integrative perspective on well-being. Backed by the strength and credibility of our peer-reviewed medical journals, Alternative Medicine blends the tradition of ancient practices with developments on the cutting edge of medicine to provide readers with an understandable, everyday approach to living and feeling well.

**2012  
MEDIA KIT**

# EDITORIAL CALENDAR //

## JANUARY/FEBRUARY

CONDITION: Heart health  
ACTION PLAN: Inside workout routines  
SUPPLEMENT: Multi-vitamins  
AGING TOPIC: Alzheimer's

## MARCH/APRIL

CONDITION: Cancer  
ACTION PLAN: Getting back in shape  
SUPPLEMENT: Probiotics  
AGING TOPIC: Arthritis

## MAY/JUNE

CONDITION: Celiac  
ACTION PLAN: Summer sports  
SUPPLEMENT: Boost your nutrients naturally  
AGING TOPIC: Menopause

## JULY/AUGUST

CONDITION: Autoimmune disorders  
ACTION PLAN: Muscle strains and pains  
SUPPLEMENT: Vitamin C  
AGING TOPIC: Osteoporosis

## SEPTEMBER/OCTOBER

CONDITION: Diabetes  
ACTION PLAN: Supplement Overdoses  
SUPPLEMENT: Keeping your mind sharp  
AGING TOPIC: Prostate

## NOVEMBER/DECEMBER

CONDITION: Depression and anxiety  
ACTION PLAN: Avoiding the holiday weight gain  
SUPPLEMENT: Flu season check-ups  
AGING TOPIC: Alzheimer's—How to care

## ALSO FEATURING:

- **Integrative Politics** // Commentary discussing the political climate in Washington D.C. and how it affects the practice and availability of CAM
- **Parallel Universe** // A comparison of diagnosis and treatment between CAM and allopathic approaches, with an emphasis on complementary opportunities, presented by Larry Trivieri
- **Research Says** // Reviews of recent releases, evaluated based on direct application potential, quality of the science, and impact on the field
- **Health Coach** // Progressively incorporate healthy habits into your lifestyle—one at a time—to transform your life
- **Quick Nutrition** // A rapidly digestible bite about the food we eat (or should be eating)
- **Conditionally** // Overviews of common health conditions, presented in everyday language with advice on symptoms and when to seek a practitioner

# 2012 ADVERTISING //

## DISPLAY AD RATES

RATES	1X	3X	6X
SPREAD	\$6,950	\$5,985	\$5,570
FULL	\$4,695	\$4,235	\$3,895
2/3 V	\$3,475	\$3,240	\$3,130
1/2 H or V	\$2,750	\$2,488	\$2,250
1/3 V	\$1,995	\$1,824	\$1,725
1/4	\$1,720	\$1,660	\$1,550
1/6	\$1,415	\$1,395	\$1,320
TOC	\$4,995	\$4,515	\$4,155

Cover 2	\$4,995	\$4,675	\$4,250
Cover 3	\$4,770	\$4,460	\$3,995
Cover 4	\$5,500	\$4,940	\$4,410

## TERMS & CONDITIONS

**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.

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FULL	8 x 10.5"	8.25 x 10.75"	6.85 x 9.18"	--
2/3 V	4.75 x 10.5"	5 x 10.75"	4.15 x 9.18"	4.25 x 9.18"
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1/2 V	3.725 x 10.5"	3.975 x 10.75"	3.15 x 9.18"	3.13 x 9.18"
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1/4	3.13 x 4.5"	--	--	--
1/6				

## ADVERTISING DATES

COVER DATE	ON SALE DATE	SPACE CLOSE	MATERIALS CLOSE	MAILING DATE
JAN/FEB	1/4/12	12/7/11	12/12/11	12/21/11
MAR/APR	2/22/12	1/28/12	2/3/12	2/11/12
MAY/JUN	4/26/12	4/1/12	4/6/12	4/15/12
JUL/AUG	6/28/12	6/3/12	6/8/12	6/17/12
SEP/OCT	8/30/12	8/5/12	8/10/12	8/19/12
NOV/DEC	10/25/12	9/30/12	10/5/12	10/14/12

## NEWSLETTER AD RATES

WEEKLY HEALTH TIP	SIZE (PX)	RATE
Top display ad	144 x 250	\$695.00/newsletter
Lower display ad	144 x 250	\$495.00/newsletter

### FOOTER ADS

Position 1	225 x 72	\$375.00/newsletter
Position 2	225 x 72	\$375.00/newsletter
Position 3	225 x 72	\$375.00/newsletter
Exclusive center ad	425 x 72	\$755.00/newsletter

### WEB PAGE/HOME PAGE

Top position	250 x 250	\$875.00 per 25,000 impressions
Lower position	250 x 250	\$550.00 per 25,000 impressions
Small square	250 x 125	\$395.00 per 50,000 impressions

# SUBMISSION & CONTACT //

## PRINT AD FILE FORMATS

**ADOBE PDF/X-1A** All fonts must be embedded, SWOP color output.

**INDESIGN CS3 INDD** All supporting files must be packaged (images/fonts); raster images must be 300 dpi at 100 percent scale.

**ILLUSTRATOR CS3 EPS OR AI** All supporting files must be collected (images/fonts) or embedded (images) and outlined (fonts).

**PHOTOSHOP CS3 TIFF OR EPS** Images must be 300 dpi at 100 percent scale.

## PRINT AD SUBMISSION

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