

ADDITUDE

Strategies and Support for ADHD & LD

ADDitude is the premier media network dedicated to providing authoritative, in-depth information coupled with practical, real-life solutions for families and individuals impacted by attention deficit and learning differences.

Founded over 15 years ago, the multi-platform brand includes print and digital, video, webinars, social media, and more. A unique commitment to providing expert guidance that is scientific and reliable, yet also personal and empathetic, has made ADDitude the leading resource for those touched by ADHD and LD. Drawn by trusted content and a caring voice, millions of people come to ADDitude to learn from the experts—and to share with one another. As a result, ADDitude has also become a vital tool for teachers, healthcare providers, and other professionals who interact with our audience every day.



ADDITUDE

Strategies and Support *for* ADHD & LD



TRUSTED CONTENT AND A CARING VOICE

For more than 15 years ADDitude has been the leading resource for adults, families and professionals in the ADHD/LD community. It's not only because we deliver trusted, accurate and authoritative information from nationally renowned medical experts, along with articles and advice by our distinguished editorial team. It's also because that we couple that content with empathy, inspiration and sometimes...even a bit of humor.

THE MOST COMPREHENSIVE CONTENT IN THE FIELD

These are just a few of the broad array of subjects covered extensively in the pages of ADDitude:

- **Parenting ADHD Children:** Build Your Parenting Skills; Defusing Defiant and Oppositional Behavior; Building Friendship Skills
- **Adult ADHD:** The Organized Life; Success on the Job; Healthy Minds & Bodies
- **ADHD Treatment:** Medications; Nutrition & Diet; Treating Children
- **School & Learning Disabilities:** IEPs & 504 Plans; Homework & Study Skills; School Behavior & Social Life
- **ADHD Symptoms & Diagnosis:** ADD Basics; Myths About ADD & LD; Women & ADD

LEADING EXPERTS AND ADVISORS

Our Scientific Advisory Board and contributors consist of MDs, PhDs and educators who are leaders in each of their respective areas. These are just a few of the members of the ADDitude team:



Ned Hallowell, M.D., is a psychiatrist, an author, and the founder of the Hallowell Centers for Cognitive and Emotional Health.



Carol Brady, Ph.D. is a clinical psychologist in private practice specializing in children and families with ADHD.



William Dodson, M.D. is a board-certified psychiatrist who specializes in adult ADHD. He is a Life Fellow of the American Psychiatric Association.



Michele Novotni, Ph.D. is a licensed psychologist who works with both children and adults with ADHD.

Q: WHO RELIES ON ADDITUDE?

Whether it is an adult looking for an explanation for struggles at work and home, or a parent wanting to help a child succeed at school, ADDitude provides vital information and support to the vast attention deficit and learning differences community.



A: WE RELY ON ADDITUDE



SEEKERS

“Is my diagnosis ADHD, LD, or something else?”

The road to an ADHD or learning disabilities diagnosis can be long and unsettling for adults and parents alike. They come to ADDitude to understand their symptoms and find resources for treatment.

Top content includes:

- Is it Adult ADHD?
- Does Your Child Have a Learning Disability?
- When it is *not* ADHD: Common Diagnosis Mistakes



SUPPORTERS

“As a parent, how can I help my child thrive?”

Parents of children with attention and learning differences struggle with their children’s behavior problems, disorganization, poor social skills, academic deficits, and more. ADDitude provides a support system, as well as proven ways to help their children succeed at school and in life.

Top content includes:

- ADHD and ODD: Parenting Your Defiant Child
- ADHD Classroom Accommodations
- 9 Secrets to Surviving Your ADHD Teen



EXPLORERS

“How can I live a better life with adult ADHD?”

Often diagnosed only later in life, adults with ADHD and learning difficulties look for help succeeding on the job, in relationships, with household organization, financial problems and more. ADDitude gives them the resources they need to reinvent their lives.

Top content includes:

- Career Advice for Finding the Right Work with ADHD
- To-Do List Apps for ADHD Adults
- Organization Products ADD Adults Swear By



ADVISORS

“Where can I find resources for my ADHD and LD clients?”

Caring professionals consider ADDitude part of their professional toolbox. Teachers, healthcare providers, coaches and others in the ADHD/LD field turn to ADDitude for medically sound, current information to guide their own work and also as a resource for their clients.

AUDIENCE SNAPSHOT

Female:	88%
Married:	71%
College Graduate+:	76%
Age 35-54:	67%
Parent of ADD/ADHD Child(ren)*:	71%
ADD/ADHD Adult*:	46%

Source: 2013 ADDitude Audience Study
*Multiple responses allowed

ADDITUDE

Strategies and Support for ADHD & LD



VIDEOS + SLIDESHOWS

An ever-expanding library of in-depth coverage on ADHD symptoms, diagnosis, treatment, and management techniques for children and adults.



MAGAZINE

Published 4x/year. Mailed to subscribers & ADHD/LD professionals • Sold at newsstands • Distributed at industry conferences • Readers: 295,000 per issue
Circulation: 45,000



MOBILE + TABLET

Digital version of ADDITUDE Magazine available to subscribers. Includes access to past issues.



COMMUNITY

Groups, posts, journals, blogs, videos, web chats—it's all on **ADDConnect.com**.
Monthly Uniques: 75,000 • Page Views: 400,000



DIRECTORY

Searchable database of product and services connecting families and individuals with the resources they need.



E-NEWSLETTERS

ADDitude Weekly, 225,000 subscribers
2X/Month Each: Parenting, 140,000 subscribers • School 140,000 subscribers
Adults, 140,000 subscribers
Treatment, 185,000 subscribers



WEBINARS + PODCASTS

Leading ADHD and LD experts answer personal questions and offer expert advice. Webinars often involve 1,000+ participants.

**One Network.
Countless Resources.
One Trusted Brand.**



BOOKLETS + GUIDES

Handy, expert, focused advice for parents of ADHD/LD children and adults living with ADHD.



WEBSITE

The most comprehensive resource for parents, adults, and professionals dealing with ADHD and LD. Monthly Uniques: 800,000 • Page Views: 5.2 Million



RESOURCE CENTERS

Tools, tips and useful information on specific topics and issues that impact the ADHD and LD community.



INTEGRATED PROGRAMS

Turnkey, multiplatform programs such as Success at School reach an engaged audience looking for actionable information on living with specific ADHD/LD issues.



SOCIAL MEDIA

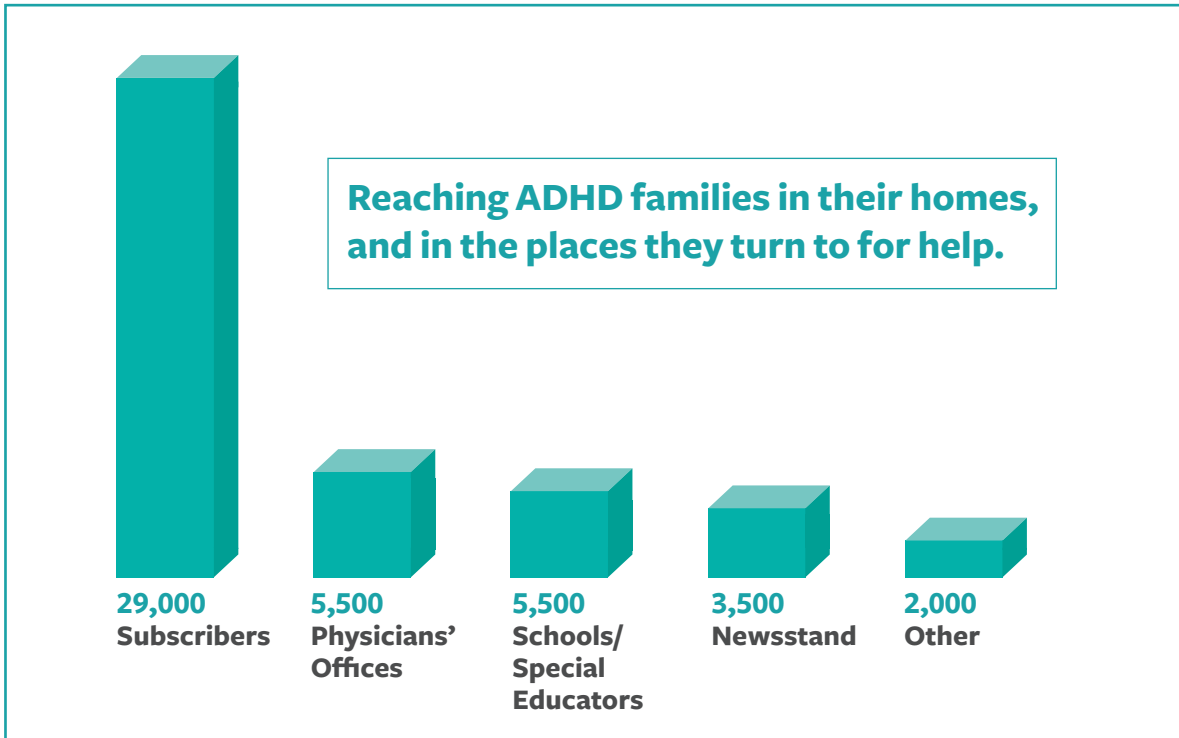
Connecting with our community and offering support wherever they are—on Facebook, Twitter, YouTube and Pinterest.

ADDITUDE READERSHIP

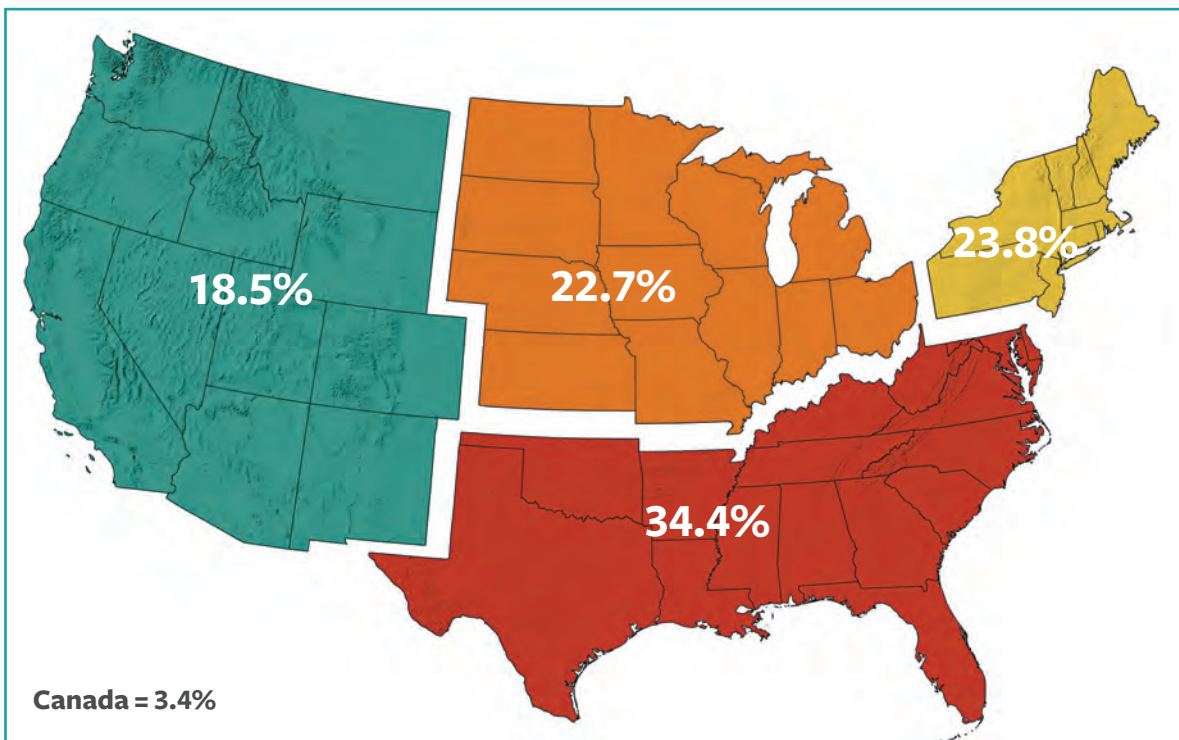
■ Female	91%
One or more children diagnosed with ADHD in HH.....	79%
One or more adults diagnosed with ADHD in HH.....	58%
One or more children diagnosed with learning disabilities in HH.....	31%
■ Age	
35–44.....	40%
45–54.....	32%
25–34.....	17%
■ Median age of primary reader	43
■ Average no. of children in home: 1.6 (all HHs), 1.9 (HHs with children)	
No. of children:	
1+.....	85%
2+.....	55%
3+.....	20%
■ Average HH visits in past year to:	
Psychiatrist.....	4.1
Psychologist.....	6.1
Pediatrician.....	3.3
Neurologist.....	0.6
■ HH member has taken medication prescribed by a physician within past year for ADHD:	89%
■ HH member hired a coach or consultant for help in coping with ADHD in past year:	13%
■ ADHD first diagnosed:	
Within past year.....	17.7%
1–2 years.....	18.4%
3–5 years.....	27.2%
6+ years.....	36.7%

*Source: ADDitude subscriber survey, 2012

ADDITUDE CIRCULATION



Readership = 6.27 readers per copy
Circulation = 47,000 copies per issue



Source: CVC Audit July 2013

2015 **ADDITUDE** MAGAZINE EDITORIAL CALENDAR

1. THE GET-ORGANIZED-WITH-TECH ISSUE (Feb – April)

- Best Apps and Gadgets for Getting Things Done
- Picking the Right Summer Camp/School Program
- Camp/Schools Directory
- Organization and Time Management Tips
- Top Assisted Learning Apps

2. THE NUTRITION/WELLNESS ISSUE (May – July)

- Best Apps and Gadgets for Getting Things Done
- Brain Food: Diet and Nutrition to Better Manage ADHD Symptoms
- Make Sure Your ADHD Meds Are Doing the Job
- Manage Your Emotions for Success
- Success in College and in the First Job
- Go Fish: The Best Omega-3 Supplements
- Top Healthy Living Apps (health trackers/water consumption)

3. THE LEARNING/SUCCESS ISSUE (August – October)

- How to Succeed in School with ADHD and LD
- Success Stories: 7 Women Who Live Well with ADHD
- Climbing the Ladder: Tools for Being a Star at Work
- ADHD Awareness: Stigma/Myths
- Top Learning Apps/Tools

4. THE BRAIN ISSUE (November – January)

- Training Programs for Optimizing the ADHD Brain
- Think Positive: Cognitive Behavioral Therapy for Adults
- 10 Things You Should Know About the ADHD Brain
- Five Ways Dyslexia Can Affect Your Child's Social Life
- Nationwide ADHD Clinic Directory

IN EACH ISSUE

Complete, comprehensive sections to live better with attention deficit:

- | | |
|------------------------------------|-------------------------|
| ▪ Parenting ADHD children | ▪ Reviews |
| ▪ Adults with ADHD | ▪ Expert Advice Columns |
| ▪ Treatment | ▪ Personal Stories |
| ▪ School and learning disabilities | ▪ Outstanding Features |
| ▪ News, Recommendations | ▪ Quizzes |

PLANNING CALENDAR

Issue	Space Reservation Due	Ad Material Due	Publication Date
Spring 2015	12/04/2014	12/29/2014	2/03/2015
Summer 2015	3/04/2015	4/01/2015	5/05/2015
Fall 2015	6/04/2015	7/01/2015	8/04/2015
Winter 2015	9/09/2015	10/07/2015	11/10/2015

ADDITUDE ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS	
full page	live: 7.5" x 10", trim: 8" x 10.5" bleed (full page only): 8.25" x 10.75"	
1/2 page horizontal	6.85" x 4.55"	
1/2 page vertical	3.325" x 9.35"	
1/4 page	3.325" x 4.55"	
1/3 page vertical	2.125" x 9.35"	

- ADDitude is printed on 40 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred format), Quark Xpress, InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g. Pagemaker or Publisher) must be converted to a PDF (preferred format), EPS, or TIFF file format at 300 dpi. Lower resolution images than 300 dpi will result in poor reproduction in both the print and digital editions. This includes bitmap images digitally adjusted to 300 dpi from a lower resolution file.
- Please include all fonts and images with ads not submitted in PDF. Images must be at least 300 dpi. A \$75 production charge may be applied to ads that are not ready to place and print, missing fonts or raw files, or sized incorrectly.
- All ads must be accompanied by a printed hard copy; four color ads must be accompanied by a hard copy proof; no PMS (Pantone) colors may be used. Accepted colors are CMYK: Cyan(C), Magenta(M), Yellow(Y), and Black(K).
- ADDitude designers are available at cost to design ads for new advertisers. Rates are \$75 per hour plus \$30 per scan. Please contact the Advertising Coordinator to discuss this option.
- Ad materials and ad changes must be received by the advertising materials date (see schedule below) or the previous issue's ad will be published.
- Minor text changes can be made to existing ads in digital format at \$75 per hour. We cannot make changes to ads originally sent in PDF, EPS, or TIFF formats.

ADDITIONAL ADVERTISING NOTES

- Invoices, advertiser tear sheets, and complimentary copies will be mailed on publication. Terms are net 30 days with the exception of first-time and Adducted Professional Directory advertising for which prepayment is required.
- Cancellation of reserved advertising space is accepted only if notice is received by each issue's space reservation date. If cancellation of an advertising contract changes the frequency discount to which an advertiser is entitled for previously run advertising in the contract period, the higher cost of previously run advertising will be billed to the advertiser.
- Paid advertisers receive a tear-sheet of their advertisement.

ADVERTISING DEADLINES

Issue date	Space Reservation	Ad Materials Due
Spring	Dec. 4, 2014	Dec. 29, 2014
Summer	Mar. 4, 2015	April. 1, 2015
Fall	Jun. 4, 2015	July 1, 2015
Winter	Sep. 9, 2015	Oct. 7, 2015

Ads received after the deadline will be placed in the next available issue.

ADDITUDE ONLINE ADVERTISING

ADDITUDEMAG.COM

Avg. unique visitors per month 800,000
Avg. page views per month 5.2 million
Avg. time spent 5.22 (min)
Avg. pages per visit 6.8

ADDCONNECT.COM

Community website with 75,000 monthly viewers

Target an Audience Based on Content

Available Channels:

- > Homepage
- > ADHD Treatment
- > Parenting & ADHD Children
- > School & Learning Disabilities
- > ADHD Symptoms & Diagnosis
- > Adult ADHD

Resource Directory Listings

Online listing for professionals, goods, and services:

- > Showcase Listing \$325
- > Premium Listing \$245
- > Basic Listing \$175

Available banner sizes (at 72 pixels per inch):

160x300 160x600
300x100 300x250

Accepted file formats: SWF, GIF, JPEG, PNG.

File size: 40kb maximum, Animation frame rate: 24 fps, Animation length: 15 sec.

Accepted file formats: GIF, JPEG, PNG.

File size: 10k, Animation frame rate: 24 fps

Additional specs:

Sound must be user initiated by click. Flash Version 8 and higher is accepted.

All Flash submissions require an image back up file. Please provide a SWF and

a GIF, JPEG or PNG.

E-NEWSLETTERS

Delivered weekly to more than 200,000 opt-in subscribers on the following topics:

Parenting, Adults, School, Treatment, General

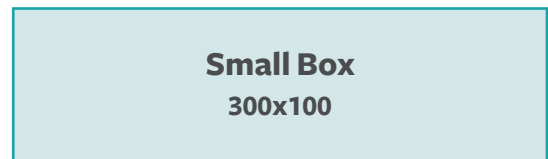
Available ad size 300x250

Contact Anne Mazza at 646 366-0844
or anne@newhopemedia.com

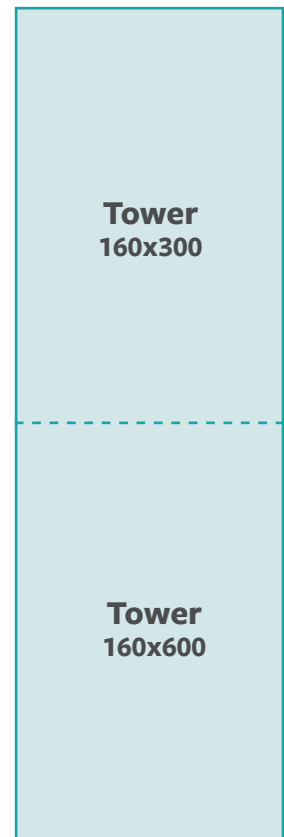
for online rates and customized advertising programs.



Big Box
300x250

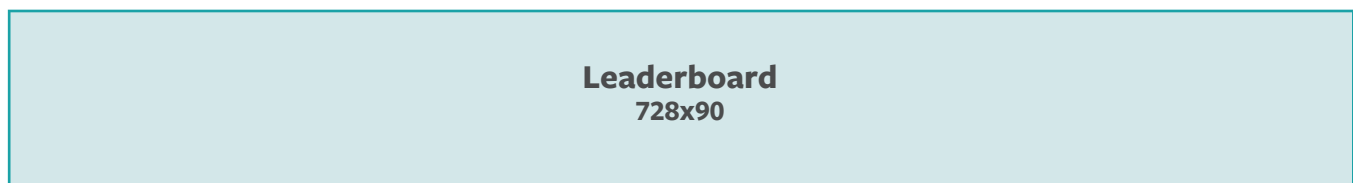


Small Box
300x100



Tower
160x300

Tower
160x600



Leaderboard
728x90