



2012 Media Guide

# GLOBAL ADVANCES

IN HEALTH AND MEDICINE

## WEB DEMOGRAPHICS

## PRINT & DIGITAL ISSUES

## TABLET ISSUES

## MOBILE APPS

# GLOBAL ADVANCES

IN HEALTH AND MEDICINE

EDITORIAL CONTENT



*Global Advances in Health and Medicine (GAHMJ)* is a scholarly, peer-reviewed journal that reflects a systems approach to medicine, focuses on the convergence of conventional and traditional medical practices, and explores the growing role of case reports in evidence-based medicine. *GAHMJ's* groundbreaking content will have worldwide and multidisciplinary appeal. Content will be driven by a team of international editors. Global readership will be engaged by judiciously selected content, compelling abstracts published in multiple languages, and an interactive mobile edition that targets the distinctive information needs of health-care professionals and students.

## 2012 GAHMJ Editorial Calendar (subject to change)

March	May	June*	July
▶ Global Health Systems	▶ CardioMetabolic Disorders	▶ Topics in Oncology	▶ Diet and Nutrition
August*	September	October*	November
▶ Topics in Research Methods	▶ Digestive Disorders	▶ Topics in Women's Health	▶ Mental Health

\*Special issues



**David Riley, MD**  
Editor in Chief

### Our Mission

*Global Advances in Health and Medicine (GAHMJ)* is an international, peer-reviewed, indexed medical journal that will facilitate an essential transformation in healthcare by

focusing on the convergence of conventional and traditional medical systems. The journal's mission is to engage, inform, and inspire the global community of practicing healthcare professionals (including researchers, practitioners, educators, innovators, and policymakers) to more effectively promote health and treat illness.

### Content Overview

Of the journal's ten (10) issues per year, six (6) will cover the broad spectrum of health and medicine, and four (4) will be in-depth topical issues. Each issue of *GAHMJ* will include peer-reviewed original research articles, updates on randomized controlled trials, case reports, reviews, editorials and expert commentary, columns, and other editorial features. The online edition will be expanded to include not only content from the print publication but also multimedia-supported calendars of events, therapeutic forums, and article supplements. In addition to expanded articles, features on the website ([www.GAHMJ.com](http://www.GAHMJ.com)) will include literature

reviews, forums, blogs, RSS feeds, downloadable tools, searchable databases, surveys, and a broad range of multimedia content. A mobile edition of the journal and related mobile apps will be available on smartphones and tablets.

### Editorial Leadership

**Editor in Chief:** David Riley, MD

#### Editors:

Jason Hao, DOM, MBA  
Helmut Kiene, Dr med  
Gunver Kienle, Dr med  
Michele Mittelman, MPH, RN

# GLOBAL ADVANCES

IN HEALTH AND MEDICINE



## Why Advertise in *Global Advances in Health and Medicine*?

### Credibility

Your reputation for trustworthiness will be reinforced by the world-class reputation of *GAHMJ*'s editorial leadership team.

### Relevance

Your products will be viewed as unique and important, driving trial, adoption, and brand loyalty. Independent research by Kaufman-Wills revealed that 84% of 1,100 surveyed practitioners (including MDs, DOs, DCs, CNs, RDs, RNs, NPs, and NDs) viewed *GAHMJ* as unique in concept and anticipated referring to it regularly.

### Global Presence

Your target audience and important new audiences will become more aware of your brand (and you will become more aware of what purchase-ready audiences want) through *GAHMJ*'s worldwide distribution.

### Reliability

Your message will be viewed as more

reliable because of *GAHMJ*'s rigorous peer-review process and consistent ability to anticipate important developments in health and medicine worldwide.

### Reach

Your ability to penetrate new markets will be expanded as *GAHMJ* LLC professionals help you plan and execute a multimedia strategy that introduces your research, messages, and products to fast-growing local and international markets, all with a highly favorable return on investment.

### Influence

Your messages will be packaged in "sticky" eNewsletters that are customized by healthcare professionals and generate analytics on the interests of your target audience, resulting in an increasing understanding of your audience and an increasing capacity to drive sales.

### Affordability

Your rates will be competitively priced and still get you the awareness, trial, and loyalty you want and need. On a cost-per-thousand basis, no other scholarly publication will be more cost effective.

### Visibility

Your message will be made viewable to 90,000 healthcare professionals through each issue of *GAHMJ*—and even more through customized eNewsletters.

### Flexibility

You will have the option to customize your advertising program and leverage a broad range of research, education, and marketing tools so you can generate the brand awareness and revenue boost you want and need.

## What Our Peer-review Process Means to You

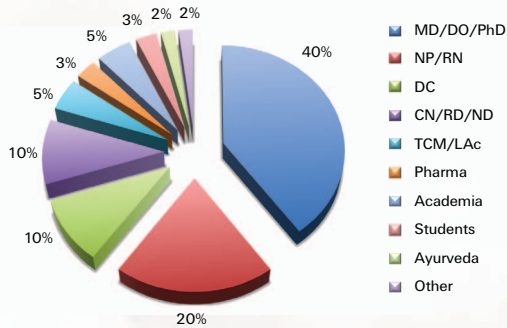
- ▶ Our evidence-based content and peer-review process inspire trust and enhance perceptions of brand integrity.
- ▶ Our high-quality, open-access, professional case reports attract innovative and opinion-leading clinicians who are more likely to try new products and services.
- ▶ Our trend-identifying capabilities instill confidence in early adopters and reinforce perceptions that advertised products will emerge as mainstream.
- ▶ Our ability to anticipate clinical trials and changes in practice patterns positions our advertisers and sponsors as market leading.
- ▶ Our groundbreaking content inspires loyalty in recipients of sponsored subscriptions.

## How is *GAHMJ* Different?

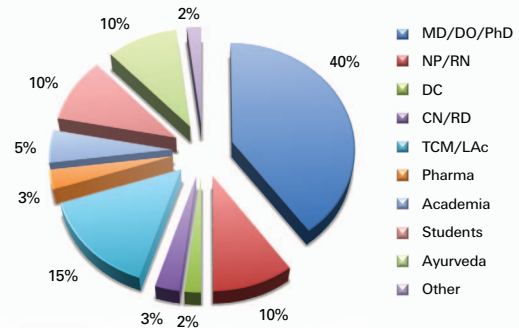
- ▶ *GAHMJ* will be distributed to more than 40,000 healthcare professionals in the United States through print and digital media and diverse mobile applications.
- ▶ *GAHMJ* will have a bonus distribution of 50,000 healthcare professionals abroad, giving you greater reach and profit potential.
- ▶ *GAHMJ* digital editions will include expanded articles and more advertising options, including hyperlinks and streaming audio/video.
- ▶ *GAHMJ* will include high-quality case reports that advance patient care worldwide.
- ▶ *GAHMJ* will facilitate community on a cross-cultural, multidisciplinary, and cross-functional basis, enhancing the dialogue across healthcare systems to improve healthcare delivery and patient outcomes.

# GAHMJ Global Circulation

**United States**



**Rest of world**



## Distribution

Modality	United States	Rest of World
MD/DO/PhD	40%	40%
NP/RN	20%	10%
DC	10%	2%
CN/RD/ND	10%	3%
TCM/LAc	5%	15%
Pharma	3%	3%
Academia	5%	5%
Students	3%	10%
Ayurveda	2%	10%
Other	2%	2%
Total	100%	100%

## Circulation

- ▶ GAHMJ will reach more than 90,000 practitioners, researchers, educators, innovators, and policymakers—as well as students across these disciplines—worldwide.

## Frequency

- ▶ GAHMJ will publish ten (10) issues per year in both print and digital editions.
- ▶ In 2012, there will be five (5) regular bimonthly issues and three (3) special issues.
- ▶ Thereafter, regular issues will be published in January, March, May, July, September, and November.
- ▶ Special topical issues will be published in February, June, August, and October.

## Distribution

- ▶ Regular issues - 40,000 copies: 3,000 print and 37,000 digital (North America) + 50,000 digital (International)
- ▶ Special issues - 40,000 copies: 3,000 print and 37,000 digital (North America) + 50,000 digital (International)

## Global Distribution Partners and Bonus Distribution (examples)

<ul style="list-style-type: none"> <li>▶ <b>Asian Markets</b> TCM and other academic centers Japanese Holistic Medical Association</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Indian Markets</b> Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)</li> </ul>
<ul style="list-style-type: none"> <li>▶ <b>European Markets</b> International Society for Complementary Medicine Research (ISCMR) International Society of Homotoxicology and Homeopathy (ISOHH) CAM Expo</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Middle Eastern Markets</b> Dubai Health Care City</li> </ul>



# GAHMJ Marketing (Includes print and digital issues)

- ◆ Display Ads ◆ Special Issues Sponsorship ◆ Belly Bands ◆ Cover Wraps/Tip-ons
- ◆ Outsert/Polybag ◆ Inserts/Strip-ins ◆ Article Reprint Options

- ▶ **Months Published:** Jan, Feb, Mar, May, Jun, Jul, Aug, Sep, Oct, Nov
- ▶ **Circulation:** 40,000 domestic + 50,000 international healthcare professionals
- ▶ **Readership:** MDs, DOs, NPs, RNs, NDs, DCs, CNs, RDs, TCMs, DOM/LAcS, serving as practitioners, researchers, educators, innovators, and policymakers (across private, public, and not-for-profit sectors), as well as students across disciplines.

## 2012 Journal Closing Dates

Issue	March	May	June	July	August	September	October	November
Reservations	Jan 15	Mar 15	Apr 16	May 15	Jun 15	Jul 16	Aug 15	Sep 17
Materials	Jan 23	Mar 23	Apr 23	May 22	Jun 23	Jul 23	Aug 23	Sep 24

## Display Rates

Insertions	2-Page Spread	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$6,750	\$3,750	\$3,170	\$2,659	\$1,604	\$1,250
3	\$5,778	\$3,375	\$2,853	\$2,393	\$1,444	\$1,125
6	\$5,737	\$3,162	\$2,710	\$2,273	\$1,372	\$1,050
10	\$5,400	\$3,000	\$2,574	\$2,159	\$1,303	\$1,000

## Classified Rates

Insertions	3 inches	2 inches	1 inch	Text only (25 words)
1	\$250	\$200	\$150	\$100
3	\$225	\$180	\$135	\$90
6	\$212	\$170	\$127	\$85
10	\$187	\$150	\$112	\$75

## Inserts/Outserts (based on a full run)

Belly Bands	\$5,000
Bind-In Inserts - 2-4 pages	\$4,000
Tip-In Inserts - 2-4 pages	\$4,750
Polybag Inserts - (single insert)	\$8,000
Please call for pricing on partial runs and other options.	

## Display Sizes

Ad size	Non-bleed (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, please hold all live matter .5" from edges.		

## Preferred File Format

Press-optimized PDF. Note: All fonts must be embedded.

## Submission Methods

All artwork, plus hard-copy proofs, must be submitted by the artwork deadline. Please include the advertiser name and the journal issue the ad is to run in. If artwork cannot be provided by the deadline, the Publisher will run the most recent artwork submitted. If no artwork has been provided by the issue deadline and if no artwork is on-hand, the advertiser will still be responsible for payment on the space reserved.

Via email: [ldixson@gahmj.com](mailto:ldixson@gahmj.com)  
 Via post: Lee Dixon  
 309 Mountain Laurel Way  
 Austin, TX 78737  
 Phone: 512.829.4305

## Questions?

Please contact Lee Dixon, Creative Director, at 512.829.4305 or by email at [ldixson@gahmj.com](mailto:ldixson@gahmj.com).



# www.GAHMJ.com Online Marketing

- ◆ Demographics ◆ Rich Media Ads ◆ Banners Ads ◆ Interactive Lead Generation ◆ Polls
- ◆ Blogs ◆ Webinars ◆ Podcasts ◆ Streaming Video ◆ Custom eNewsletters ◆ QR Codes

- ▶ **Months Published:** Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
- ▶ **eNewsletters Circulation** (healthcare practitioners): 10,000 domestic
- ▶ **Readership:** MDs, DOs, NPs, RNs, NDs, DCs, CNs, RDs, TCMs, DOM/LAcS, serving as practitioners, researchers, educators, innovators, and policymakers (across private, public, and not-for-profit sectors) and students across disciplines.

## 2012 Digital-Media Closing Dates

Issue	March	May	June	July	August	September	October	November
Reservations	Jan 15	Mar 15	Apr 16	May 15	Jun 15	Jul 16	Aug 15	Sep 17
Materials	Jan 23	Mar 23	Apr 23	May 22	Jun 23	Jul 23	Aug 23	Sep 24

## Website Banner Ad Rates

Size	1x	4x	8x	12x
Leaderboard	\$1000	\$900	\$850	\$800
Top Square	\$750	\$675	\$641	\$600
Second Square	\$500	\$450	\$419	\$400
Half Banner	\$300	\$270	\$256	\$244

**Interactive Lead Generation** (available in June 2012), delivering qualified leads and targeted demographic data, leveraging your proprietary content (including whitepapers, podcasts, webinars, surveys, downloadable product guides, and more).

	100	250	500	>500
Level 1 50	\$5,000	\$8,750	\$17,500	\$25 Per Lead
Level 2 75	\$7,500	\$15,000	\$26,250	\$37 Per Lead
Level 3 100	\$10,000	\$20,000	\$35,000	\$50 Per Lead

**Customizable eNewsletters** (2x per month - 10,000 distribution)

1-5	6-15	16-20	20+
\$1,500	\$1,250	\$1,000	\$750

**Interactive Media** (available in June 2012)

Interactive Polls	\$500
Sponsored Blogs	\$500
Webinars	\$2,000
Podcasts	\$1,000
Streaming Video	\$1,000
QR Codes	Free With Paid E-media Ad

**Acceptable File Formats: JPG, GIF, SWF (Flash)**

- ▶ Include the URL associated with each ad
- ▶ Specify the advertiser and month run
- ▶ Confirm screen-resolution (72 ppi)
- ▶ Send creative to: Lee Dixon

Creative Director, *GAHMJ*  
 E-mail: ldixon@gahmj.com  
 Phone: 512.829.4305

## Publisher's Liability & Acceptance of Advertising

Publisher will not be liable for any failure to print, publish, or circulate (via print and digital media) any issue or portion thereof 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.



# GAHMJ Contract Publishing and Consulting

## Contract Publishing Services

- ▶ **Private-Label Journal:** GAHMJ can provide your company with a peer-reviewed journal tailored to your needs and research, assisting in the education of healthcare practitioners around the world.
- ▶ **Supplements:** We can help you package your research in a separate publication that will “ride along” with GAHMJ in a specially packaged polybag.
- ▶ **Whitepapers:** Our experts can help you create a whitepaper from research already at your disposal or research we compile.
- ▶ **Research Reports:** Our editors can help you prepare collections of high-quality published research on topics of your choice.
- ▶ **Editorial Services:** Our writers can support you in a broad range of writing projects through our “editor-at-large” services.
- ▶ **Consulting Services:** Our research analysts, subject-matter experts, and executive advisors can help you respond to important opportunities and challenges ranging from shifting market dynamics to regulatory developments to medical policy questions and more.

## Case Report Writing Workshops

Case reports are an important component of the evidentiary base for healthcare practice, research, education, innovation, and policymaking. They build common ground for healthcare professionals worldwide. Though the delivery of healthcare varies worldwide, important common denominators exist and can bridge cultures, disciplines, and functions. Practitioners everywhere treat individual patients, and these patients have outcomes. The editors of GAHMJ believe that high-quality, professional case reports will inform the design and implementation of clinical trials and in turn improve the delivery and outcomes of patient care.

To this end, GAHMJ offers workshops for your constituents—especially healthcare researchers and practitioners—so they are empowered to write independent, high-quality case reports that may be relevant to your products or services. Their ability to document care delivery and outcomes has the potential to build the evidentiary base for a broad range of interventions and inform other approaches to clinical research.

Our commitment to improving the quality and dissemination of case reports directly reflects the integrity and credibility that are the cornerstone of *Global Advances in Health and Medicine*, making it the ideal vehicle for showcasing your product.

## Contract Publishing Rates

Type	1x	2x	3x	>3x
Private-Label journal	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing
Supplement	\$50,000	\$85,000	—	—
Whitepaper	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing
Research Reports	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing

## Consulting Rates

Type	Per Event
Case Report Writing Workshop – 30 participants, 2 days	Call for Pricing
Editorial Services	Call for Pricing

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