

TODAY'S Geriatric Medicine



 @TodaysGeriMed  /TodaysGeriatricMedicine



Today's Geriatric Medicine offers advertisers a unique opportunity to connect with a readership of geriatrics clinicians and care team members, including geriatricians, primary care physicians, nurse practitioners, physician assistants, pharmacists, dietitians, social workers, and occupational/physical therapists.

For advertisers and recruiters seeking brand visibility that reaches influential professionals, our media network offers various avenues proven effective in delivering key messages, information, and career opportunities to the many health professionals who treat older adults.

PRINT With the benefit of space to have impactful visual branding and messaging, our flagship print publication is a powerful vehicle to reach our loyal audience of 25,000 print subscribers.

DIGITAL Each issue of **Today's Geriatric Medicine** also features a mobile-ready digital edition, which is delivered via e-mail to our digital subscribers and posted on our high-traffic website. Your print ad appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

2020 MEDIA KIT

WEBSITE Our website hosts an abundance of relevant and timely content that readers come back to over and over again for research, reference, and expert insights. Banner ads and other online advertising opportunities put your message directly in the sights of professionals.

E-MAIL The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their unique message delivered directly to the inboxes of our readers.

E-NEWSLETTER Our monthly e-Newsletter is delivered to the inboxes of opted-in subscribers who want the most current news available. Banner ads place your message among our sought-after content.

DIRECT MAIL Send your collateral materials directly to our subscribers via mail. Ask your rep about the variety of options we have to get your brochures, spec sheets, or other printed materials into the hands of professionals.

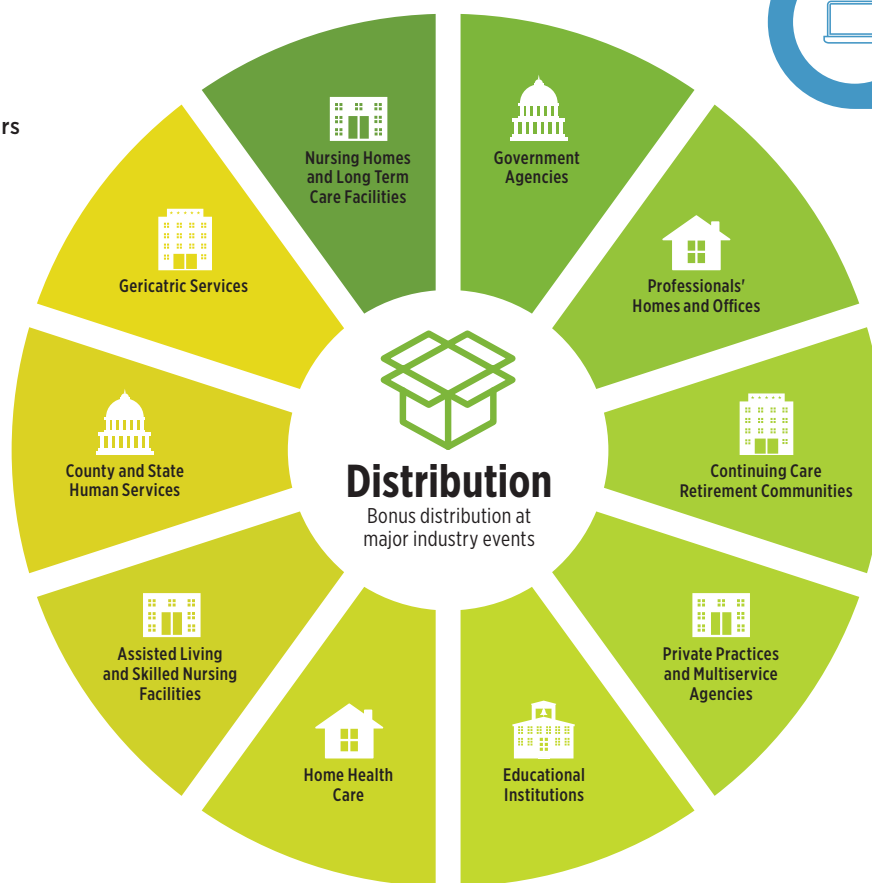
WEBINARS Work with us to produce a webinar that educates professionals on a specific topic area or subject matter that highlights what you want our audience to know. Host the webinar yourself or allow us to. We'll promote the event to our audience and get qualified people to attend.

CONTENT DEVELOPMENT Whether it is developing content for a webinar, symposium, or training or educational materials, **Today's Geriatric Medicine** is equipped to assist with all aspects of developing your custom content.

SOCIAL MEDIA We have active Facebook and Twitter accounts that can be used in targeted advertising campaigns.

OUR AUDIENCE

- Geriatricians
- Primary care physicians and psychiatrists
- Nurse practitioners and physician assistants
- Nurses
- Pharmacists
- Educators
- Psychologists
- Professional geriatric care managers
- Gerontologists
- Counselors
- Physical, respiratory, and occupational therapists
- Social workers
- Dietitians
- Facility administrators
- Nursing directors
- Managers/supervisors
- Case managers



25,000*
Subscribers



70,167**
Average Monthly Website Sessions



14,600*
e-Newsletter Subscribers



Published Since
2008



6
Issues Per Year

*Publisher's Data
**Google Analytics

Please contact your Account Executive for
Material Deadlines at sales@gvpub.com.

EDITORIAL CALENDAR

JANUARY/FEBRUARY

Features

Mental Health
Frailty
Urology

Departments

Medication Monitor
Long Term Care
Fall Prevention

Special Platform

Winter Showcase

SPACE DEADLINE: 12/20/19

MARCH/APRIL

Features

Thyroid Health
Pain Management
Long Term Care

Departments

Medication Monitor
Clinical Matters
Therapy

Special Platform

Education Spotlight

Bonus distribution at AMDA, ASA

SPACE DEADLINE: 2/14/20

MAY/JUNE

Features

Neurology
Arthritis
Osteoporosis

Departments

Education
Long Term Care
Research Review

Special Platform

Summer Showcase

Bonus distribution at AGS

SPACE DEADLINE: 4/10/20

JULY/AUGUST

Features

Respiratory Health
Nutrition
Gastrointestinal Issues

Departments

Medication Monitor
Clinical Matters
Nutrition and Lifestyle

Special Platform

Nutrition and Diabetes Resource Guide

Bonus distribution at AADE

SPACE DEADLINE: 6/12/20

SEPTEMBER/OCTOBER

Features

Dermatology
Ovarian Cancer
Fall Prevention

Departments

Therapy
Innovations and Technology
Long Term Care

Special Platform

Fall Showcase

Bonus distribution at FNCE®, ASCP, GSA

SPACE DEADLINE: 8/14/20

NOVEMBER/DECEMBER

Features

Technology
Diabetes
Bone and Joint Health

Departments

Medication Monitor
Clinical Matters
Mental Health

Special Platform

2020 Education Guide

SPACE DEADLINE: 10/16/20

PRINT RATES

AD SIZE	OPEN	3X	6X	9X	12X	18X
Full Page	\$8,130	\$7,830	\$7,540	\$7,330	\$7,055	\$6,775
2/3 Page	\$6,875	\$6,625	\$6,400	\$6,210	\$6,015	\$5,830
1/2 Page Vertical	\$5,480	\$5,355	\$5,215	\$5,150	\$5,010	\$4,860
1/2 Page Horizontal	\$5,265	\$5,100	\$5,000	\$4,900	\$4,770	\$4,660
1/3 Page	\$4,735	\$4,625	\$4,540	\$4,395	\$4,290	\$4,185
1/4 Page Horizontal	\$4,380	\$4,245	\$4,185	\$4,095	\$4,035	\$3,925
1/4 Page Vertical	\$3,980	\$3,865	\$3,840	\$3,770	\$3,740	\$3,660
Print Banner	\$2,265	\$2,220	\$2,175	\$2,140	\$2,115	\$2,080

PREMIUM PLACEMENT

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS: +10% to 15%

CONFERENCE ISSUES: +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests.

SHOWCASE AD: \$2,050

Contact your account executive for details.

RESOURCE GUIDE LISTINGS: \$1,050

Contact your account executive for details.

DATEBOOK: 1 insertion: \$440;

2 insertions: \$410 each;

3 or more: \$370 each

BELLYBANDS, COVER STICKERS, FRENCH GATES, INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

No print cancellations accepted 30 days before published deadline. Specific cancellation terms and conditions can be found at www.TodaysGeriatricMedicine.com/terms.

RESOURCE GUIDES

Today's Geriatric Medicine Resource Guides are advertising vehicles that combine power with longevity. These cost-effective entries are hyper-targeted, which adds to their potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when looking for the industry's most reliable companies, product lines, brands, and services. Our Resource Guides deliver key product information to assist and inform professionals making purchasing decisions, along with the direct contact information that can start mutually beneficial business relationships.

All Resource Guide Listings Include:

- 2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- Added exposure in the interactive digital edition
- A 12-month online listing on our website, with direct links to any website or webpage

All for only \$1,050

2020 Resource Guide Issues

JULY/AUGUST: Nutrition & Diabetes Resource Guide

NOVEMBER/DECEMBER: 2021 Education Guide



(Sample Resource Guide ad, actual size)

PRODUCT & SERVICE SHOWCASES

Today's Geriatric Medicine Product & Service Showcases inform our audience of geriatrics care professionals about what's available in the marketplace while enhancing advertising campaigns.

This cost-effective, high-profile opportunity positions the advertiser's new product information, service offerings, and company messaging directly in front of influential professionals who provide care to the growing older adult population.

Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

All for only \$2,050

2020 Showcase Issues

JANUARY/FEBRUARY: Winter Showcase

MAY/JUNE: Summer Showcase

SEPTEMBER/OCTOBER: Fall Showcase



(Sample Showcase ad at 70%, actual size is roughly 3.45" x 4")

WEBSITE RATES

Full Banner (Top) (468 × 60 pixels)

Open	\$2,195
3x	\$2,145
6x	\$2,100
9x	\$2,050
12x	\$1,995

Wide Skyscraper* (160 × 600 pixels)

Open	\$3,195
3x	\$3,150
6x	\$3,085
9x	\$3,030
12x	\$2,940

Leaderboard* (728 × 90 pixels)

Open	\$2,880
3x	\$2,815
6x	\$2,760
9x	\$2,700
12x	\$2,625

Medium Rectangle* (300 × 250 pixels)

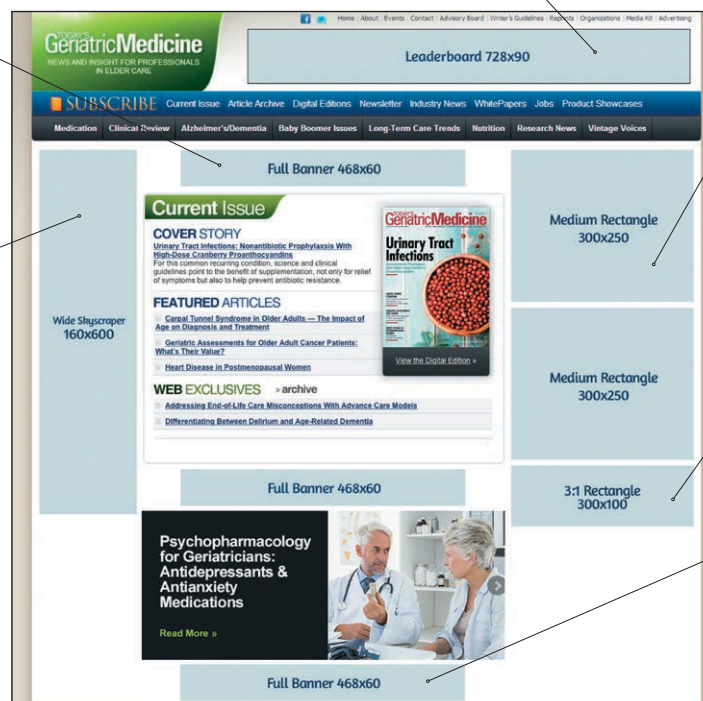
Open	\$2,670
3x	\$2,610
6x	\$2,560
9x	\$2,505
12x	\$2,430

3:1 Rectangle* (300 × 100 pixels)

Open	\$1,925
3x	\$1,895
6x	\$1,845
9x	\$1,800
12x	\$1,755

Full Banner (468 × 60 pixels) *Homepage Only*

Open	\$1,435
3x	\$1,400
6x	\$1,375
9x	\$1,340
12x	\$1,305



Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage. **PRICE:** \$2,995

All ads are sitewide unless otherwise noted.
Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

E-NEWSLETTER RATES

Placing a banner on the *Today's Geriatric Medicine* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

MONTHLY FEATURES

JANUARY: Glaucoma

FEBRUARY: Heart Valve Disease

MARCH: Eating Disorders

APRIL: Frailty

MAY: Osteoporosis

JUNE: Dysphagia

JULY: Long-term Care

AUGUST: Skin disorders

SEPTEMBER: Atrial Fibrillation

OCTOBER: Nutrition

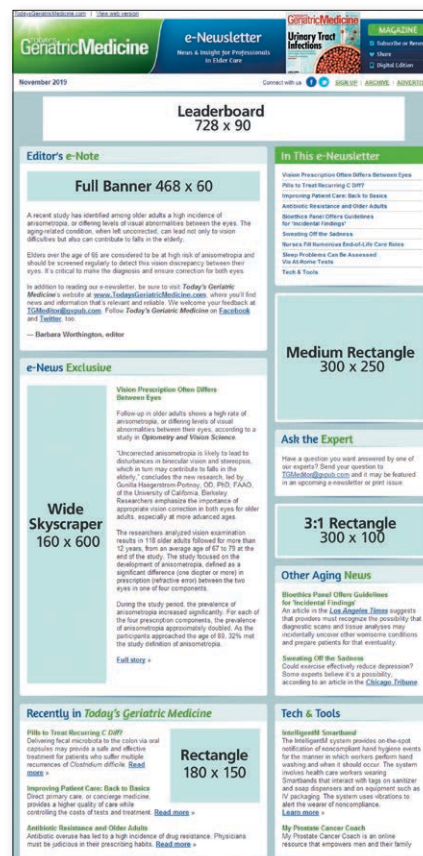
NOVEMBER: Mental Illness

DECEMBER: Diabetes

AD SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 × 90 pixels)	\$2,900	\$2,840	\$2,780	\$2,710	\$2,630
Wide Skyscraper* (160 × 600 pixels)	\$3,265	\$3,170	\$3,105	\$3,040	\$2,945
Medium Rectangle (300 × 250 pixels)	\$2,680	\$2,595	\$2,555	\$2,500	\$2,420
3:1 Rectangle (300 × 100 pixels)	\$1,915	\$1,860	\$1,830	\$1,800	\$1,730
Full Banner (468 × 60 pixels)	\$1,420	\$1,375	\$1,350	\$1,325	\$1,290
Rectangle* (180 × 150 pixels)	\$1,080	\$1,040	\$1,025	\$1,000	\$970

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



(Sample e-Newsletter)

E-MAIL MARKETING

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential geriatrics professionals. This targeted and cost-effective method of reaching *Today's Geriatric Medicine's* audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message, or we can simply take your design and deliver it to our opt-in list of professional subscribers.

FULL LIST E-BLAST: \$5,145

\$395 per 1,000 names for partial deployments.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. Ask about High-Impact Digital Ad Placements for special package pricing and high-visibility placements.

PRINT SPECIFICATIONS

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

FILE SUBMISSION

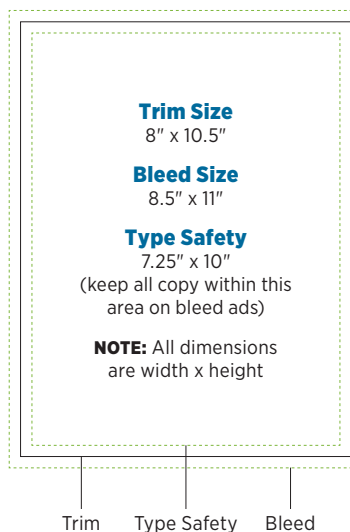
E-MAIL: ads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

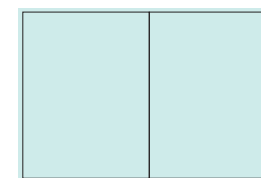
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

HARD-COPY PROOFS

A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today's Geriatric Medicine* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received one week before the Material Deadline for the issue in which it will run. Send to address under File Submission.



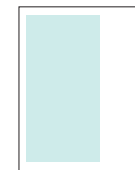
Full Page (Bleed)
8.5" x 11"



Spread (Bleed)
16.5" x 11"



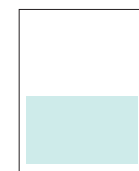
Full Page (Border)
7" x 9.5"



2/3
4.5" x 9.535"



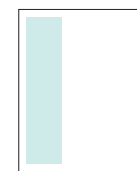
1/2 (Bleed)
8.5" x 5.25"



1/2 Horizontal
7" x 4.237"



1/2 Vertical
3.415" x 9.535"



1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"