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.

**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

Distribution
Bonus distribution at major industry events

- Nursing Homes and Long Term Care Facilities
- Government Agencies
- Professionals’ Homes and Offices
- Continuing Care Retirement Communities
- Private Practices and Multi-service Agencies
- Educational Institutions
- Home Health Care
- County and State Human Services
- Assisted Living and Skilled Nursing Facilities
- Geriatric Services

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
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

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
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<td>$2,080</td>
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</tbody>
</table>

### 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%

### 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](http://www.TodaysGeriatricMedicine.com/terms).

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

Understanding Aging
Earn a master's degree or graduate certificate in gerontology online.

- Gerontology-related careers projected to grow 8.3 percent in the next five years
- Older adults are the fastest-growing segment of the U.S. population
- Curriculum aligns with the Association for Gerontology in Higher Education

Global Health Products, Inc.
1.800.638.2870
www.globalhp.com

2020 Resource Guide Issues
JULY/AUGUST: Nutrition & Diabetes Resource Guide
NOVEMBER/DECEMBER: 2021 Education Guide

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

Global Health Products, Inc.
1.800.638.2870
www.globalhp.com

Get Your Wound Healing Moving in the Right Direction!
PUSH is a patented blend of powdered collagen dipeptides that helps reduce heal time. Highly concentrated Proline-Hydroxyproline (PO) and Hydroxyproline-Glycine (DG) team up to form a dipeptide that is not easily degraded. The dipeptides send out signals to cells to energize the collagen peptide productions by fibrocytes and chondrocytes and promote the growth of hyaluronic acid. This stimulates cell division and aids in wound healing.

Global Health Products, Inc.
1.800.638.2870
www.globalhp.com

2020 Showcase Issues
JANUARY/FEBRUARY: Winter Showcase
MAY/JUNE: Summer Showcase
SEPTEMBER/OCTOBER: Fall Showcase

Injection Aid
Conquer the anxiety of injections with the InjectEase, the device that reduces the discomfort during injections.

Syringe Magnifier
One-piece syringe magnifier that holds syringe and insulin bottles for easy loading. Provides extra hand and visual help.

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**WEBSITE RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (pixels)</th>
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<th>3x</th>
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<tbody>
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<td>Full Banner (Top)</td>
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<td>Wide Skyscraper*</td>
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<tr>
<td>Leaderboard*</td>
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<td>$2,880</td>
<td>$2,815</td>
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<td>Medium Rectangle*</td>
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<td>$2,670</td>
<td>$2,610</td>
<td>$2,560</td>
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<tr>
<td>3:1 Rectangle*</td>
<td>(300 x 100)</td>
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<td>$1,895</td>
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<tr>
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<tr>
<td>Leaderboard</td>
<td>(728 x 90)</td>
<td>$2,880</td>
<td>$2,815</td>
<td>$2,760</td>
<td>$2,700</td>
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<td>$1,755</td>
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<tr>
<td>Full Banner (Homepage)</td>
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<td>$1,435</td>
<td>$1,400</td>
<td>$1,375</td>
<td>$1,340</td>
<td>$1,305</td>
</tr>
</tbody>
</table>

**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

**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

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Glaucoma</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Heart Valve Disease</td>
</tr>
<tr>
<td>MARCH</td>
<td>Eating Disorders</td>
</tr>
<tr>
<td>APRIL</td>
<td>Frailty</td>
</tr>
<tr>
<td>MAY</td>
<td>Osteoporosis</td>
</tr>
<tr>
<td>JUNE</td>
<td>Dysphagia</td>
</tr>
<tr>
<td>JULY</td>
<td>Long-term Care</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Skin disorders</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Atrial Fibrillation</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Nutrition</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Mental Illness</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Diabetes</td>
</tr>
</tbody>
</table>

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.

AD SIZE  OPEN  3X  6X  9X  12X
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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.
**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

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**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.

---

**Trim Size**  
8" x 10.5"

**Bleed Size**  
8.5" x 11"

**Type Safety**  
7.25" x 10"  
(keep all copy within this area on bleed ads)

**NOTE:** All dimensions are width x height

---

**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"