

ANTI-AGING

THE GLOBAL RESOURCE FOR ANTI-AGING

MEDICAL
NEWS



REDEFINING MEDICINE

2023 MEDIA KIT

The leading business-to-business trade publication of Anti-Aging medicine. This award-winning publication is the official magazine of the American Academy of Anti-Aging Medicine (A4M).

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REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE

ABOUT THE MARKET

The Anti-Aging market has been positioned as one of the most rapidly growing global markets, with its innovative and unparalleled scientific studies and research. In North America alone, the market is expected to expand from \$16.58 billion in 2020 to \$21.36 billion by 2025. The global market demonstrates a similar trend, with projected growth from \$191.5 billion in 2019 to \$421.4 billion by 2030.

This trend is specifically spurred by the growing population of retirees. A report by the United Nations (UN), estimates that the number of people aged 65 and above on earth will increase from 703 million in 2019 to 1.5 billion in 2050.



A4M maintains the largest global network of healthcare professionals and practitioners, thousands of members from over 100 countries—all of whom are committed to and involved with Anti-Aging medical care and research.



INDUSTRY STATISTICS

- There are **75.4 million** Baby Boomers living within the U.S.—this group is expected to remain as the largest revenue contributor in the industry.
- According to the American Society of Plastic Surgeons, more than **\$16 billion** has been spent on cosmetic procedures in 2019.
- Three out of five consumers take nutritional supplements on a regular basis.
- **113 million** individuals living within the U.S. (45%) suffer from at least one chronic disease—contributing to an increased demand for preventive services.

2023 PRINT ADVERTISING RATES



REDEFINING MEDICINE®



SPRING ISSUE ADVERTISING DEADLINE
March 31st, 2023

WINTER ISSUE ADVERTISING DEADLINE
October 2nd, 2023

DISPLAY ADVERTISING RATES*

AD SIZE	4-COLOR PRICE
Two-Page Spread	\$7,600
Full Page	\$3,800
Half Page	\$2,300

*All rates quoted in US\$ Dollars.

2023 MECHANICAL SPECIFICATIONS

REQUIRED FILE FORMAT

PDF/X-1A

High resolution (300 dpi)

CMYK

PLEASE NOTE:

- PDF files must contain only 4-color process images (CMYK).
- A4M can not be responsible for PDF files prepared incorrectly.
- All files must have a minimum of .125" bleed

SPOT COLORS:

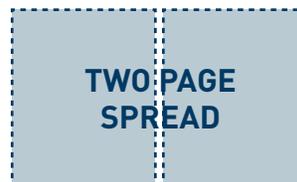
Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance. Otherwise, A4M will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly match their CMYK equivalent.

IMAGE REQUIREMENTS:

All images for ads should be color corrected and provided at or above our minimum resolution requirement of **300 dpi**. Image files should be **CMYK** and in .tif, .eps, or .jpg file format.



TRIM SIZE 8.375" x 10.875"
BLEED 8.625" x 11.125"
LIVE AREA 7.875" x 10.375"



TRIM SIZE 16.75" x 10.875"
BLEED 17" x 11.125"
LIVE AREA 16.25" x 10.375"



TRIM SIZE 8.375" x 5.3125"
BLEED 8.625" x 5.5625"
LIVE AREA 7.875" x 4.8125"