

ESTABLISHED IN 1992, A4M REPRESENTS OVER 26,000 PHYSICIANS FROM 120 COUNTRIES WORLDWIDE

THE GLOBAL RESOURCE FOR ANTI-AGING



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PHYSICIANS & SCIENTISTS FROM 120 COUNTRIES WORLDWIDE

Anti-Aging MEDICAL NEWS

The leading business-to-business trade publication of the Anti-Aging medical movement.
This Award-Winning Publication is the official magazine of
the American Academy of Anti-Aging Medicine (A4M)

2014

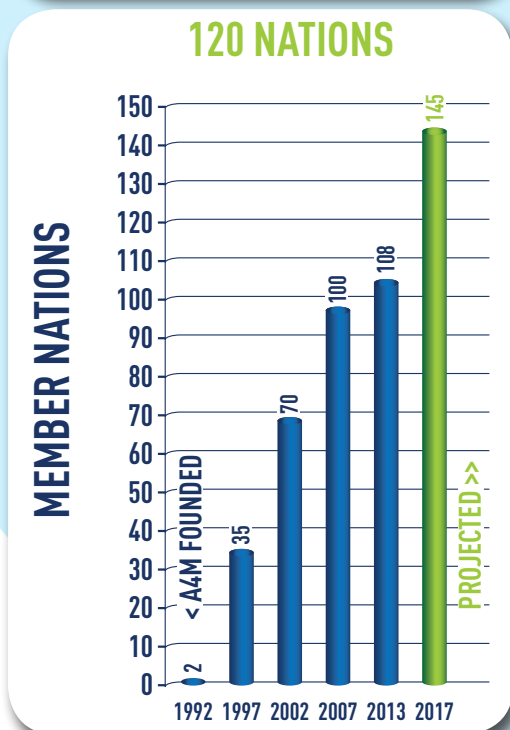
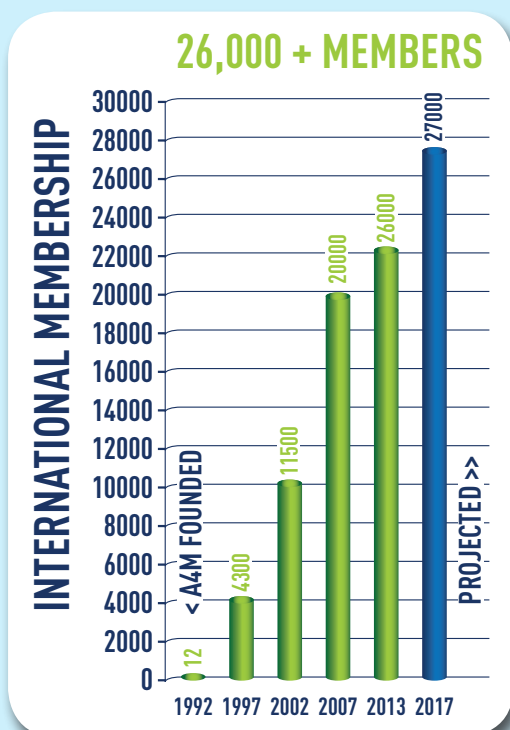
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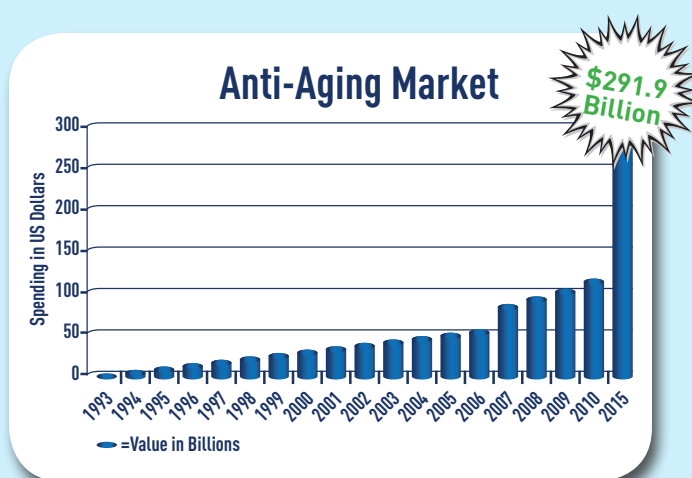


A4M maintains the largest base of individuals involved in Anti-Aging medical clinical care & research: **A4M's Membership Totals 26,000+ from 120+ Nations**



ABOUT THE MARKET

The opportunities in the Anti-Aging market are vast, with the global market estimated to be worth \$292 billion by 2015. Furthermore, the proportion of the world's population aged 60 or over currently stands at 10%, but this figure is expected to more than double to 22% by 2050.



INDUSTRY STATISTICS

- Americans 50 years of age and older control 77% of the country's financial assets and the buying power of this age group is projected to exceed \$2 trillion dollars.
- Over the next 10 years, population growth will be driven by a decrease in mortality not an increase in birth rate.
- Ninety million adult Americans use alternative medicine.
- Botox was the number one cosmetic procedure performed with 2.8 million procedures, up 157% from 2002.
- U.S. residents make 145 million visits for medical aesthetics procedures each year and that number is expected to triple in the next 10 years.

2014 PRINT ADVERTISING RATES



Anti-Aging MEDICAL NEWS

**WINTER ISSUE ADVERTISING DEADLINE:
SEPTEMBER 15th, 2014**

DISPLAY ADVERTISING RATES*

AD SIZE	4-COLOR PRICE
Two-Page Spread	\$6,457
Full Page	\$3,800
Half Page	\$2,300

*All rates quoted in US\$ Dollars.

2014 MECHANICAL SPECIFICATIONS

REQUIRED FILE FORMAT

PDF/X-1A

High resolution (300 dpi or higher)
CMYK camera-ready ads

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.

**FULL
PAGE**

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

**TWO-PAGE
SPREAD**

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

**HALF
PAGE**

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

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.