

The Largest Global Base Network of Thousands of Health Care Professionals from over 100 Countries



# Anti-Aging

MEDICAL NEWS

THE GLOBAL RESOURCE FOR ANTI-AGING

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)

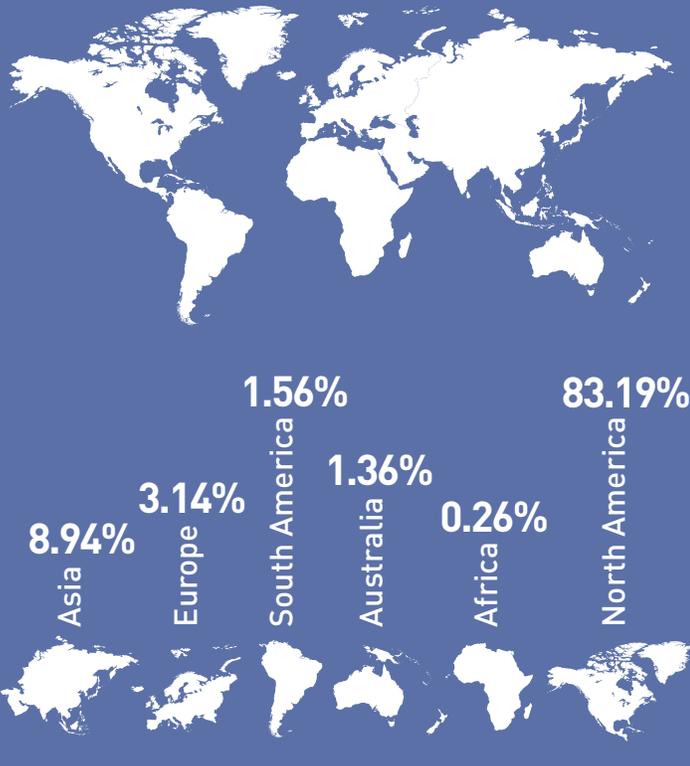
# 2017

## MEDIA KIT

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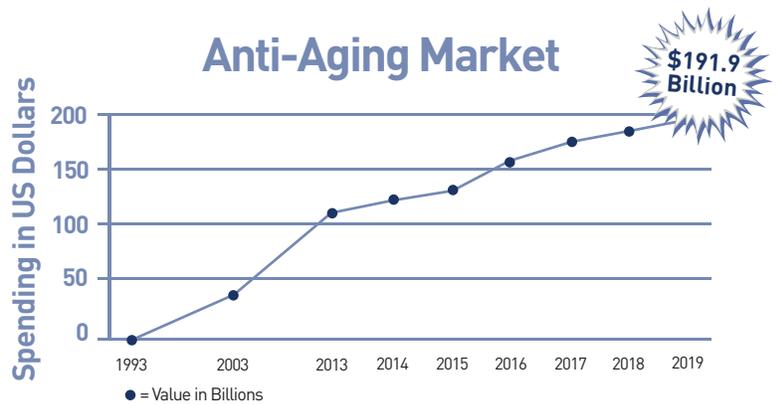
# REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE

A4M maintains the largest global base network of thousands of health care professionals from over 100 countries that are involved and committed to Anti-Aging medical care & Research.



## ABOUT THE MARKET

The antiaging market has been positioned as one of the fastest growing markets globally with its unparalleled science studies and innovative products, with a projected net worth of \$191.7 billion by 2019. Market powered by the growing population of retirees, population age 65 or over is expected to increase from 13% to 20% by 2050.



## INDUSTRY STATISTICS:

There are 76.4 million Baby Boomers in the U.S.

People over 50 years of age control 70 percent of the financial assets in the USA and 50 percent of all discretionary income

Three out of five consumers take supplements on a regular basis

According to the American Society of Plastic Surgeons, the number of Botulinum toxin treatment alone rose 680% from 2000 to 2012



# 2017 PRINT ADVERTISING RATES

## Anti-Aging MEDICAL NEWS

SPRING ISSUE ADVERTISING DEADLINE:  
**JANUARY 25<sup>TH</sup>, 2017**

WINTER ISSUE ADVERTISING DEADLINE:  
**SEPTEMBER 21<sup>ST</sup>, 2017**

### 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.

## 2017 MECHANICAL SPECIFICATIONS

### REQUIRED FILE FORMAT

#### PDF/X-1A

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

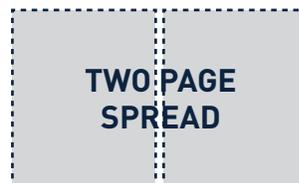
#### PLEASE NOTE:

- 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.



<b>TRIM SIZE</b>	8.375" x 10.875"
<b>BLEED</b>	8.625" x 11.125"
<b>LIVE AREA</b>	7.875" x 10.375"



<b>TRIM SIZE</b>	16.75" x 10.875"
<b>BLEED</b>	17" x 11.125"
<b>LIVE AREA</b>	16.25" x 10.375"



<b>TRIM SIZE</b>	8.375" x 5.3125"
<b>BLEED</b>	8.625" x 5.5625"
<b>LIVE AREA</b>	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.

# 2017 CONFERENCE PROMOTIONS

## TAKE ADVANTAGE OF A4M'S ADDITIONAL MARKETING OPPORTUNITIES

Full Page Ad in Anti-Aging Medical News Magazine	\$3,800
½ Page Ad in Anti-Aging Medical News Magazine	\$2,300
Two-Page Spread in Anti-Aging Medical News Magazine	\$6,457
12 Month Product directory Listing on www.a4m.com	\$799
One Page Literature Insert in Physician's Bag	\$2,999
Notebook Sponsorship (Exclusivity)	\$7,000
Hand Sanitizer Sponsorship	\$3,500
Premier Lanyard Sponsorship (Sponsor Level Only)	\$20,000
Dual Function Pen Sponsorship	\$3,500
Exhibit Hall Entrance Logo Rug	\$2,000
Sponsored Prize	Variable

### HOW CAN THESE HELP MY BUSINESS?

- **Anti Aging Medical News** is the show guide distributed to every attendee at our Annual Congress's. Advertising in this magazine gets your company name, image, product, booth number, and contact information out to thousands of potential clients, generating even more face time at the actual event.
- **Product Directory Listing on A4M.com** allows interested clients to search the product directory on A4m.com for Anti-Aging products and services by category and specialty. If your product fits their selection, your company information and contact info will appear.
- **One page literature insert in physician's bag** is another form of advertising for conference attendees to see your company
- **The Lead Retrieval System** allows your company to scan the badges of conference attendees, generating their contact information into the system. Everything you gather from the lead retrieval system is your potential incoming business.
- **Notebook Sponsorship, Hand Sanitizer Sponsorship, Lanyard Sponsorship, and Pen Sponsorship** are all ways to get your company name and logo on products that conference attendees will use.
- **Exhibit Hall Entrance Logo Rug**, be the first thing the attendee and possible customer sees when they walk into an exhibit hall with hundreds of booths.
- **The sponsored prize** is the most sought after, most anticipated display in the exhibit hall. Be responsible for the grand prize that makes someone's day.

If interested, inquire 888.997.0112 ext.7520; ATTN: Exhibit Management Team