

# ANTI-AGING

THE GLOBAL RESOURCE FOR ANTI-AGING

MEDICAL  
NEWS



REDEFINING MEDICINE



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).

# 2020 MEDIA KIT

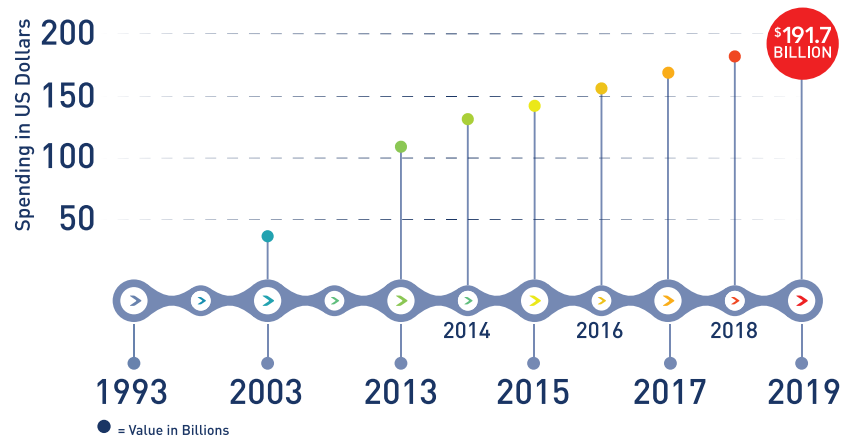
561.997.0112 • [www.A4M.com](http://www.A4M.com)



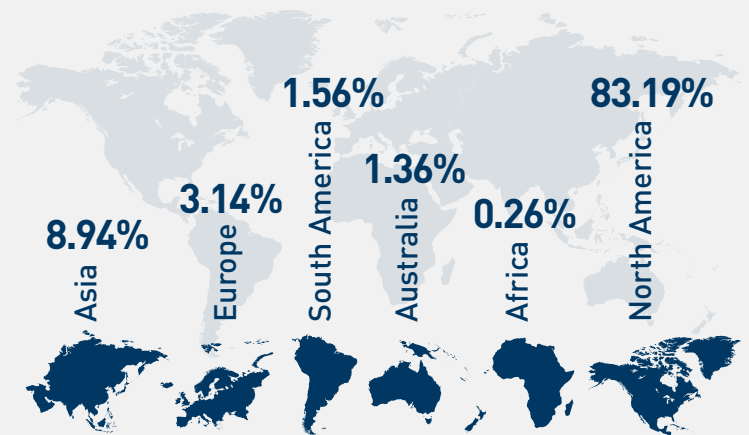
# REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE

## 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. The market shows a projected net worth of \$191.7 billion by 2019, specifically spurred by the growing population of retirees: the population age 65 or older is expected to increase from 13% to 20% by 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 in the U.S.
- According to the American Society of Plastic Surgeons, more than \$16 billion has been spent on cosmetic plastic surgery in 2016.
- Three out of five consumers take nutritional supplements on a regular basis.

# 2020 PRINT ADVERTISING RATES



REDEFINING MEDICINE®



**SPRING ISSUE ADVERTISING DEADLINE**  
February 21<sup>st</sup>, 2020

**WINTER ISSUE ADVERTISING DEADLINE**  
September 18<sup>th</sup>, 2020

## 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.

## 2020 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:

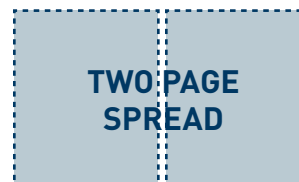
Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance. Otherwise, A4M will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected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



<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"



# 2020 CONFERENCE PROMOTIONS



REDEFINING MEDICINE

## TAKE ADVANTAGE OF 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 <a href="http://www.a4m.com">www.a4m.com</a>	\$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 ADVERTISING HELP MY BUSINESS?

- **Anti-Aging Medical News** is the show guide distributed to every attendee at our Annual Congress. Advertising in the magazine will get your company name, image, product, booth number, and contact information out to thousands of potential clients, generating increased face time at the event itself.
- **Product Directory Listing on A4M.com** allows interested clients to search the product directory on [A4m.com](http://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 that enables conference attendees to see your company information.
- **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 represents potential incoming business.
- **Notebook Sponsorship, Hand Sanitizer Sponsorship, Lanyard Sponsorship, and Pen Sponsorship** are ways to advertise your company name and logo on products that conference attendees use.
- **Exhibit Hall Entrance Logo Rug will broadcast your company information.** Be the first thing attendees see when walking into an exhibit hall with hundreds of booths.
- **The Sponsored Prize** is the most sought after, highly anticipated display in the Exhibit Hall. Be responsible for the ultimate grand prize.