

ANTI-AGING

THE GLOBAL RESOURCE FOR ANTI-AGING

MEDICAL
NEWS



REDEFINING MEDICINE

2021 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).

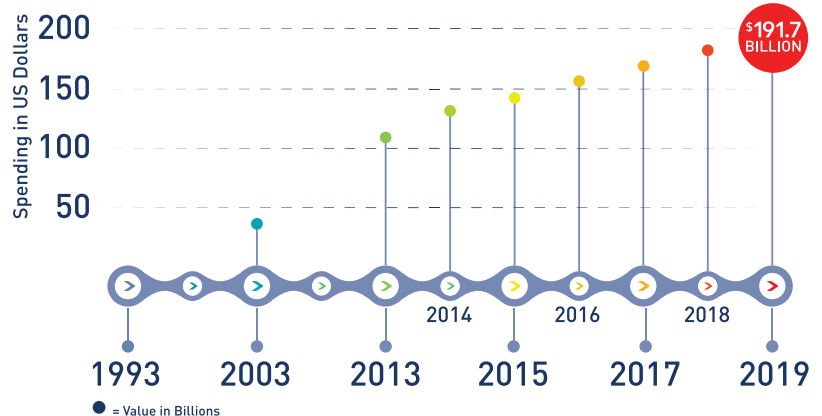
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REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE

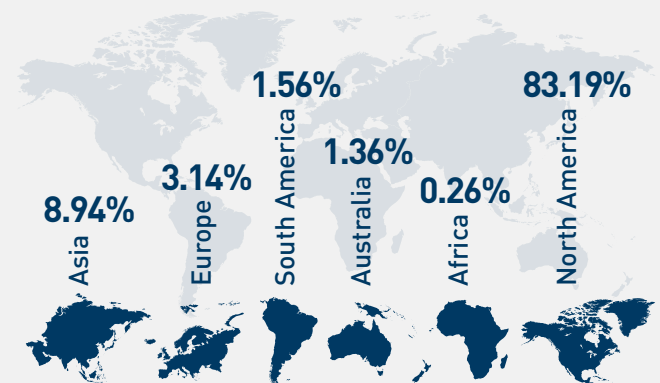
ABOUT THE MARKET

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.

2021 PRINT ADVERTISING RATES



REDEFINING MEDICINE®



SPRING ISSUE ADVERTISING DEADLINE
February 26th, 2021

WINTER ISSUE ADVERTISING DEADLINE
October 1st, 2021

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.

2021 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.

**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"

2021 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 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 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 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.