

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

THE GLOBAL RESOURCE FOR ANTI-AGING



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)

2015

MEDIA KIT

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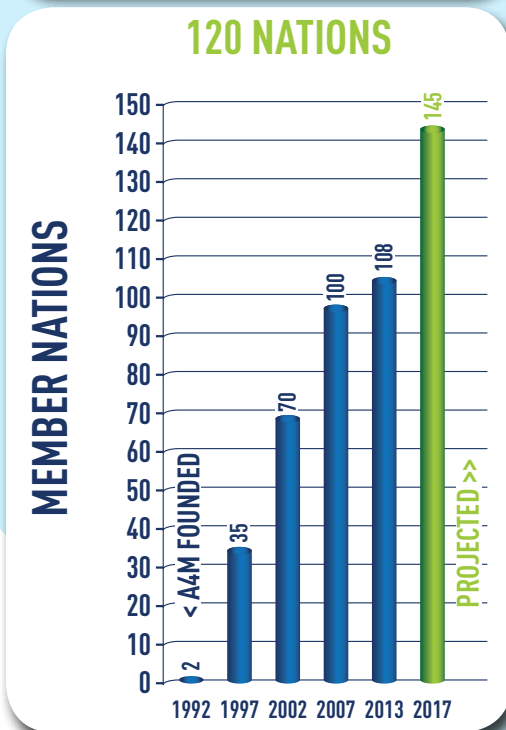
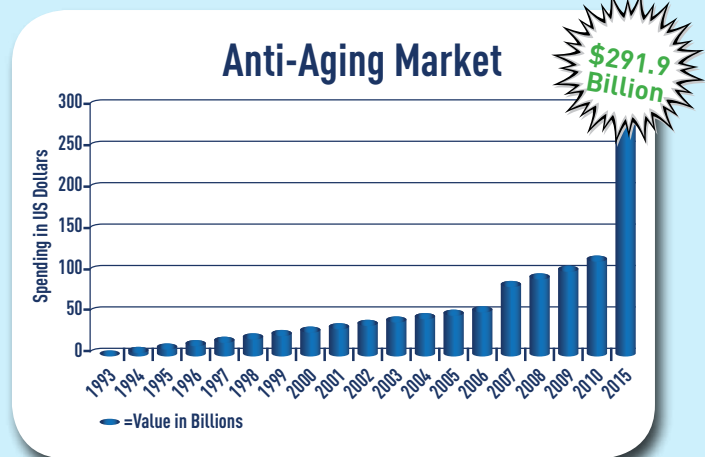
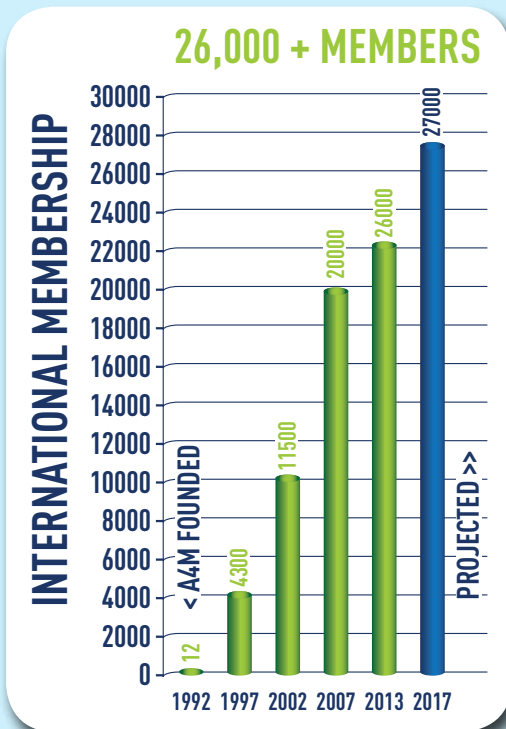
REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE



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 \$291.9 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.

2015 PRINT ADVERTISING RATES



Anti-Aging MEDICAL NEWS

**SPRING ISSUE ADVERTISING DEADLINE:
FEBRUARY 23RD, 2015**

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.

2015 MECHANICAL SPECIFICATIONS

REQUIRED FILE FORMAT

PDF/X-1A

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

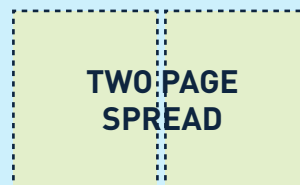
PLEASE NOTE:

- 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

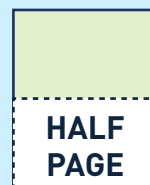
SPOT COLORS: Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance. Otherwise, A4M will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot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



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"

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.

2015 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 (1 of 2)	\$3,500
Notebook Sponsorship (Exclusivity)	\$7,000
Hand Sanitizer Sponsorship	\$3,500
Lanyard Sponsorship (1 of 3)	\$3,000
Premier Lanyard Sponsorship (Exclusivity)	\$9,000
Pill Box Sponsorship	\$3,000
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, Pill Box 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; ATTN: Exhibit Management Team
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