

Brain & Life[®]

MEDIA KIT 2024

Who We Are

Brain & Life® features stories of people living with brain disease, the latest research, and perspectives on neurologic disorders and brain health that you won't find anywhere else.



Brain & Life is an award-winning magazine from the American Academy of Neurology, the world's largest professional association of neurologists.

Since beginning publication in 2005, *Brain & Life* remains the only magazine focused on the intersection of neurologic disease and brain health. World-class neurologists put brain health in the spotlight with real-life, inspiring stories and news not found anywhere else.

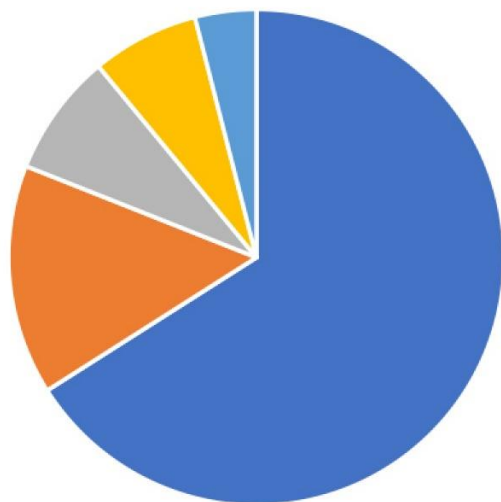
- Promotes brain health and informs patients and caregivers on a range of neurologic disorders, including stroke, Alzheimer's disease, migraine, epilepsy, multiple sclerosis, and peripheral neuropathy.
- Each issue features accessible and relevant articles that have been carefully reviewed by expert neurologists from the American Academy of Neurology.
- Coverage includes the basics on neurologic conditions, medication and therapies, wellness and prevention, managing the cost of care, the latest research, and inspiring stories about people living with neurologic conditions.

Editorial Authority

Orly Avitzur, MD, MBA, FAAN, Immediate Past President of the American Academy of Neurology (AAN), is a practicing neurologist. She is Editor-in-Chief of *Brain & Life*® and is also a medical writer for *Neurology Today*®, the official news source of the AAN. For 10 years, Dr. Avitzur served as a health editor for Consumer Reports. She is the recipient of several APEX writing awards and the 2009 AAN Journalism Fellowship award.



“You only get one brain – and how to keep it healthy over your lifetime – is at the core of a newly evolving field of preventative neurology.”



EDITORIAL MAKEUP

■ DISEASE MANAGEMENT	66%
■ WELLNESS	15%
■ NUTRITION	8%
■ EXERCISE	7%
■ CAREGIVING	4%
TOTAL:	100%

Source: *Brain & Life* Editorial Department

Rates (Gross)

Position	4-Color	B&W
1X Full page	\$67,955	\$61,695
2/3 page	\$47,596	\$43,187
1/2 page	\$44,190	\$37,930
1/3 page	\$27,182	\$24,678
Cover 2	35% premium on page rate	
Cover 3	25% premium on page rate	
Cover 4	50% premium on page rate	
Other Preferred Positions	25% premium on page rate	

Circulation
500,000

Estimated Audience
850,000

Frequency
4x a Year

Annual Circulation
400,000

Controlled Circulation Venues

Distribution at point-of-care in American Academy of Neurology (AAN) member offices and by individual subscriptions in the United States.

Agency Commission

15% Agency discount should be applied

Calendar

Issue	Ad Close	Ad Materials	Distribution Date
February/March	12/20/23	1/3/24	2/1/24
April/May	2/26/24	3/7/24	4/4/24
June/July	4/26/24	5/8/24	6/6/24
August/September	6/21/24	7/3/24	8/1/24
October/November	8/23/24	9/5/24	10/3/24
December/January	10/24/24	11/5/24	12/5/24



Profile		Ages	
Men	18%	21-34	2%
Women	80%	35-44	8%
Other	2%	45-54	12%
		55+	78%

Education		Household Income	
Some HS or less	1%	Less than \$25,000	14%
Graduated HS	9%	\$25,000 - \$34,999	11%
Some college	23%	\$35,000 - \$49,999	12%
Graduated college	36%	\$50,000 - \$74,999	20%
Advanced degree	32%	\$75,000 - \$99,999	16%
		\$100,000+	28%

Home Ownership

Own	77%
Rent	18%
Other	5%

Our Readers Respond

Action Taken After Reading *Brain & Life*

27%	Visited <i>BrainandLife.org</i> to get more information
8%	Listened to a <i>Brain & Life</i> podcast episode
38%	Called or researched a resource mentioned in the magazine
13%	Bought a product promoted/mentioned in the magazine
43%	Spoke to family or friends about a product promoted in the magazine
23%	Spoke to a doctor about a product promoted in the magazine
62%	Implemented a change to improve your health (exercise, diet, etc.)
8%	Other

Source: Wolters Kluwer Health, *Brain & Life* Magazine In-Home Survey, Spring 2023

How our audience describes themselves

42%	Caregiver, friend, or family member of someone with a neurologic disorder
36%	Person with neurologic disorder
12%	Professional with an interest in neurologic disorder
10%	Other

What health and wellness products do you plan to purchase this year?

77%	Supplements
51%	Nutrition-related products
34%	Fitness-related products
26%	Products related to improve sleep
32%	Products related to relaxation/meditation
31%	Wearables or personal health monitors
7%	Other

Which of the following neurologic conditions have you (or a person you care for) been treated for in the last 12 months?

58%	Neurology
36%	Mental Health
34%	Autoimmune
29%	Cardiovascular
29%	Gastrointestinal
18%	Respiratory
16%	Endocrine
10%	Oncology
9%	Infectious
9%	Rare Diseases
15%	Other

Source: Wolters Kluwer Health, *Brain & Life* Magazine In-Home Survey, Spring 2023

Which health topics / disorders interest you?

67% Brain Health	28% Restless Legs Syndrome
62% Alzheimer's Disease/Dementia	25% Multiple Sclerosis
60% Anxiety	25% Autism
55% Depression	25% Fibromyalgia
48% Fatigue	20% Shingles
48% Sleep Disorders	17% Epilepsy
43% Pain	16% Brain Tumor
40% Migraine/Headaches	15% Rare Disorders (DMD, HD, SMA, etc.)
36% Chronic Fatigue	14% ALS/Lou Gehrig's Disease
34% Parkinson's Disease/Movement Disorders	13% Spinal Cord Injury
34% Stroke	12% Other
33% ADD/ADHD	8% POTS
32% Peripheral Neuropathy	8% Myasthenia Gravis
30% Traumatic Brain Injury/Concussion	6% Cerebral Palsy
30% Functional Neurologic Disorders	

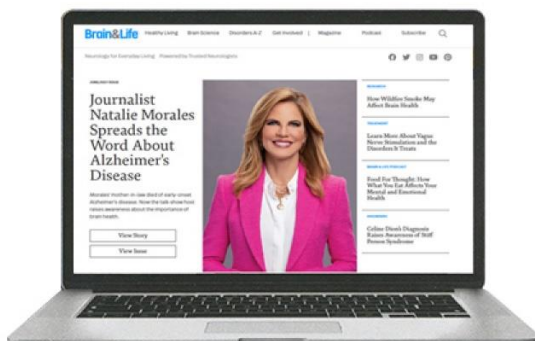
Source: Wolters Kluwer Health, *Brain & Life* Magazine In-Home Survey, Spring 2023

Brain & Life's audience consists mainly of patients with neurologic conditions, including family and caregivers, and people interested in brain health.

Print Magazine

Every other month, *Brain & Life* reaches over **500,000** patients with a total estimated audience of **2,640,000**.

- 170,000 copies distributed to 40,000 AAN member practices and waiting rooms.
- 330,000 copies mailed directly to subscribers who have requested the publication.
- Distributed at patient meetings, other advocacy events, and the AAN Annual Meeting.



Website

Our website *BrainandLife.org* offers readers quick, easy access to content from the print edition as well as exclusive content online.

Metrics Include:

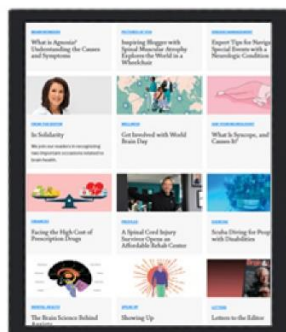
- Average Unique Visitors per Month: **215,651**
- Average Page Views per Month: **319,125**
- Average Sessions per Month: **259,265**

Social Audience (#Followers)

- Facebook: **103,000**
- Twitter: **41,000**
- Instagram: **14,000**
- Pinterest: **1,100**

Digital Edition

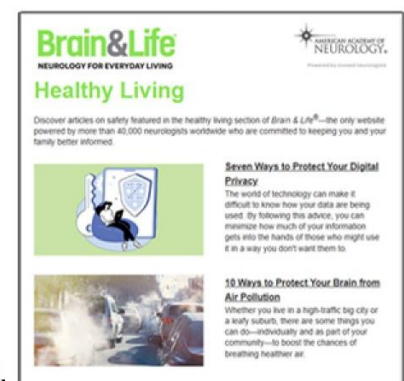
Articles from each issue are posted online and sent to subscribers via email in the New Issue e-newsletter every other month.



E-Newsletter

● Our bi-monthly "New Issue" e-newsletter is sent to **497,000** recipients and offers news from *Brain & Life* and *Brain & Life en Español* and other outlets.

● Our weekly Condition-Specific e-newsletter is sent to **286,185** Opt-In Subscribers (unduplicated).



Print Specifications

Type of Binding: Saddle Stitched

Journal Trim Size: 8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes (All Specifications WxH)

Ad Size	Non-Bleed	Bleed
Full Page Spread		16 3/4" x 11 1/8"
Full Page	7" x 10"	8 3/8" x 11 1/8"
1/2 Page Horizontal	7" x 5"	8 3/8" x 5 9/16"
1/2 Page Vertical	3 1/2" x 10"	4 1/4" x 11 1/8"
1/3 Page Vertical	2 1/8" x 10"	
1/3 Page Square	4 1/2" x 4 3/4"	
1/4 Page	3 1/2" x 5"	

Submission of Ads

We prefer and strongly recommend the submission of ads via **High-Resolution Digital Media** as follows:

Required format is PDF: Adobe Acrobat 6.0 + up.

Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information.

Ads must be complete and sized at 100% (confirm final trim size of journal).

Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side).

All fonts and graphics must be embedded; Open Type fonts are recommended.

Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art).

Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample of insert must be submitted to Advertising Coordinator for approval.

Availability: Consult Production Associate for insert specifications and quantity.

Packing Instructions: Carton packing preferred with quantity, publication and issue clearly indicated.

Shipping Address: Tara Proctor, Quad Graphics, N11896 Hwy 175, Lomira, Wisconsin 53048

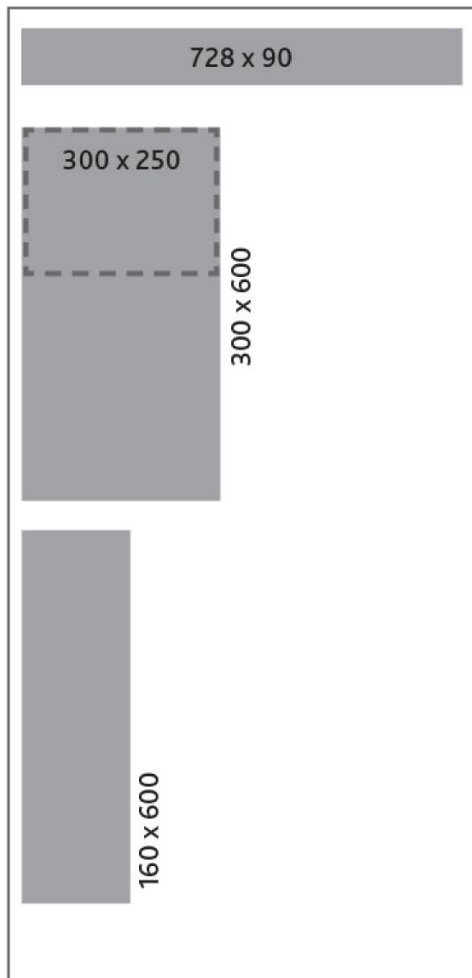
Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Cover Tips

Specifications: 8.25" x 4". Safety: Allow 1/4" from trim on all sides. Paper stock: 80# or 100# gloss text.

Jogs: to foot. A sample of insert must be sent to the Advertising Coordinator for approval 3 weeks prior to the insert due date.



Website Banner Advertising

Specifications: Materials must be received no less than 10 business days prior to campaign start date.

Unit	Dimensions (Pixels)	Maximum File Size	Acceptable Ad Formats
Leaderboard*	728 x 90 970 x 250* 970 x 90*	100k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
Medium Rectangle	300 x 250	150k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
Wide Skyscraper	160 x 600	150k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
Half Page*	300 x 600	250k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
Interstitial*	300 x 600	250k	jpg, gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 10 second count down dismissal
Mobile*	300 x 50	50k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length

*Not available on all sites. Contact your Sales Representative for availability.

Alt Text

- Must use "Advertisement" as the first word in Alt text (ex. Advertisement – Lorem ipsum dolor)
- Wolters Kluwer recommends Alt text be limited to 125 characters including spaces.

Rich Media

- Must be served via 3rd party tags, Javascript or DoubleClick Internal Redirect
- User-initiated creative actions required (i.e., audio play, expansion beyond original dimensions, launching a new browser window, etc.)
- Must have functioning close/exit button in addition to rollover/rolloff, except for interstitial unit
- Advertiser must supply Wolters Kluwer with access to 3rd party reporting (or submit weekly reports)

Expandable, In-Banner Video and Audio

- Must be 3rd party served
- Must be user-initiated by rollover or click to open
- Mouse-off retraction must be enabled
- Close button required
- 15 sec max length (unlimited user-initiated)

Initial Ad Size	Expanded Size	Direction
728 x 90 Top	728 x 315	Expands Down
300 x 250	600 x 250	Expands Left
160 x 600	600 x 600	Expands Left

HTML5:

- HTML5 must be 3rd-party served via supplied 3rd party tags
- Ad not to exceed 15 file requests during initial file load and host-initiated subload
- All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits
- Animation Length: 15 seconds max

Interstitial Unit:

- "Advertisement" will be displayed on-page, via our template, above to right of ad unit
- Ad will auto dismiss after 10 seconds
- Wolters Kluwer will supply "Close" button and 10 second countdown on unit
- Expansion not applicable for this unit

Online Advertising Specifications

4th Party Verification:

- Must be included in 3rd party tags
- May not serve blank frames on blocks
- Both the 'safe' image and landing page must be provided for approval where applicable

Wolters Kluwer DOES NOT Accept: Data Pass Back Tags, Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units

For campaigns that use 3rd or 4th party tags, please grant access to onlineadoperations@wolterskluwer.com and wkonlineadoperations@gmail.com, or send daily automated reporting to onlineadoperations@wolterskluwer.com. Unfortunately, we are unable to launch a campaign without access or confirmation of automation prior to campaign start date.

Advertising Policy

- All ads are subject to the approval of the Publisher or Editor, which reserves the right to reject or cancel any advertisement at any time.
- Cancellations mid campaign are subject to 14 day notice or payment for 14 days of impressions.

Wolters Kluwer Ad Server is MRC Accredited and our specs conform to [IAB Guidelines](#).



Electronic Table of Content (eTOC) Banner

Exclusively target eTOC subscribers through banner advertising on electronic Table of Contents (eTOC) sent via e-mail on the upload of the current issue. Two ad positions are available per eTOC.

Unit	Dimensions (Pixels)	Maximum File Size	Acceptable Ad Formats
Medium Rectangle	300 x 250	40kb	static gif or jpg plus URL hyperlink

Specifications: URL link must be supplied with ad materials. iFrames, Tags, and Javascript not accepted.