

# Brain & Life<sup>®</sup>

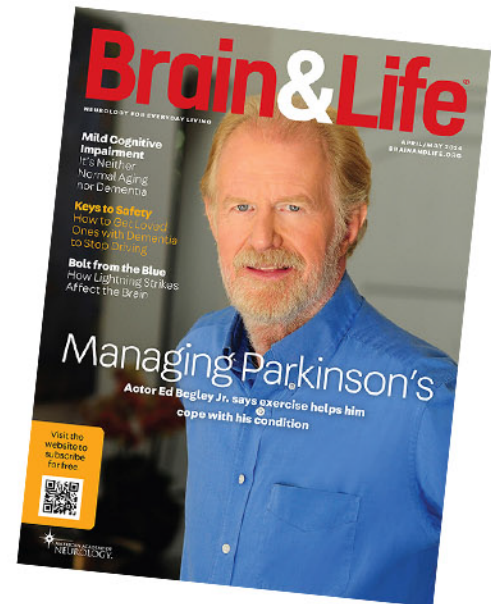
NEUROLOGY FOR EVERYDAY LIVING



## 2025 MEDIA KIT

## Who We Are

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



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*"Brain & Life has lots of good information and articles that help me realize I'm not alone in this path."*

- Reader Quote from Wolters Kluwer Health,  
*Brain & Life* Magazine In-Home Survey, Spring 2023

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Since 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 patient and caregiver stories not found anywhere else.

- Promotes brain health and informs patients and caregivers on a range of neurologic disorders, including stroke, Alzheimer's disease, Parkinson's disease, migraine, epilepsy, multiple sclerosis, and peripheral neuropathy, as well as less frequently diagnosed and rare conditions.
- 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, inspiring stories about people living with neurologic conditions, as well as content of interest to our Spanish speaking audience.

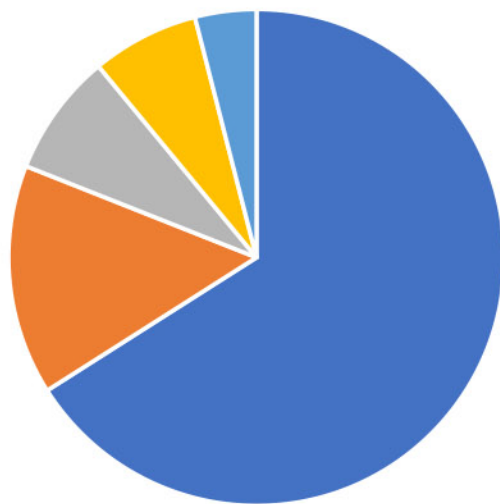


## Editorial Authority

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

<span style="color: blue;">■</span> DISEASE MANAGEMENT	66%
<span style="color: orange;">■</span> WELLNESS	15%
<span style="color: grey;">■</span> NUTRITION	8%
<span style="color: yellow;">■</span> EXERCISE	7%
<span style="color: lightblue;">■</span> CAREGIVING	4%
<b>TOTAL:</b>	<b>100%</b>

Source: *Brain & Life* Editorial Department

### Rates (Gross)

Position	4-Color	B&W
1X Full page	\$69,995	\$63,550
1/2 page	\$45,515	\$39,070
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**  
**6x a Year**

### 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	12/26/24	1/8/25	2/6/25
April/May	2/24/25	3/6/25	4/3/25
June/July	4/25/25	5/7/25	6/5/25
August/September	6/27/25	7/10/25	8/7/25
October/November	8/22/25	9/4/25	10/2/25
December/January	10/23/25	11/4/25	12/4/25



Profile		Ages	
<b>Men</b>	<b>18%</b>	21-34	2%
<b>Women</b>	<b>80%</b>	35-44	8%
<b>Other</b>	<b>2%</b>	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*

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

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

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### How our audience describes themselves

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

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

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

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

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

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



### Which health topics / disorders interest you?

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

### Quotes from our Readers

*"This is a fantastic publication. There is no other like it in the US. Content comes from reliable sources and pertains to aspects of conditions people need to understand."*

*"With every issue, I find pertinent information that relates to me as well as my family and friends."*

*"I respect the integrity of magazine. If I read an article that could help a friend with the same problem, I recommend the magazine."*

*"If all the articles are not pertinent to us, I enjoy increasing my knowledge and then, I usually know someone who can benefit from the specific information."*

*"I have received Brain & Life magazine for many years and I find the information knowledgeable and informative."*

*"It contains relevant and accurate information. It is trustworthy."*

*"In my view there is something in every issue to inform, interest, or benefit one or more people I know."*

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.

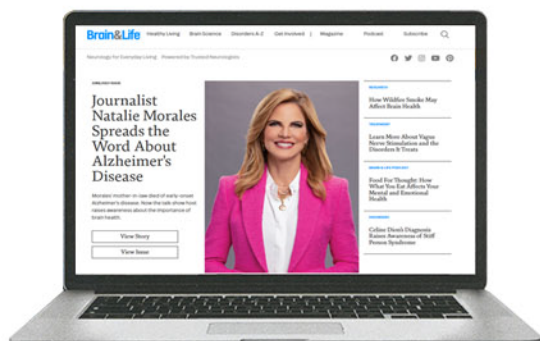
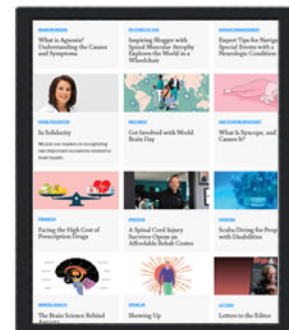
## Print Magazine

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

- **170,000** copies distributed to neurologist office, clinic, and medical center waiting areas across the U.S.
- **330,000** copies mailed directly to subscribers who have requested the publication.
- 64.5% of subscribers report that 2 or more people read their copy of *Brain & Life*.
- Distributed at patient meetings, other advocacy events, and the AAN Annual Meeting.

## Digital Access

Articles from each issue are posted online and sent to subscribers via email in the “New Issue” eTOC every other month.



## 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**

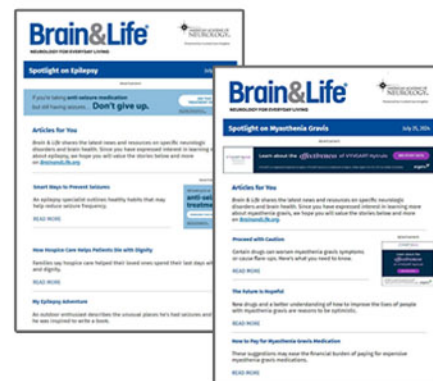
## eTOC

● Our “New Issue” eTOC is emailed to **400,000** recipients offering a synopsis and links to the articles within the issue of *Brain & Life*.



## E-Newsletter

● Our weekly condition-specific e-newsletter is sent up to **286,185** opt-in subscribers, quantity based on condition.





## 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

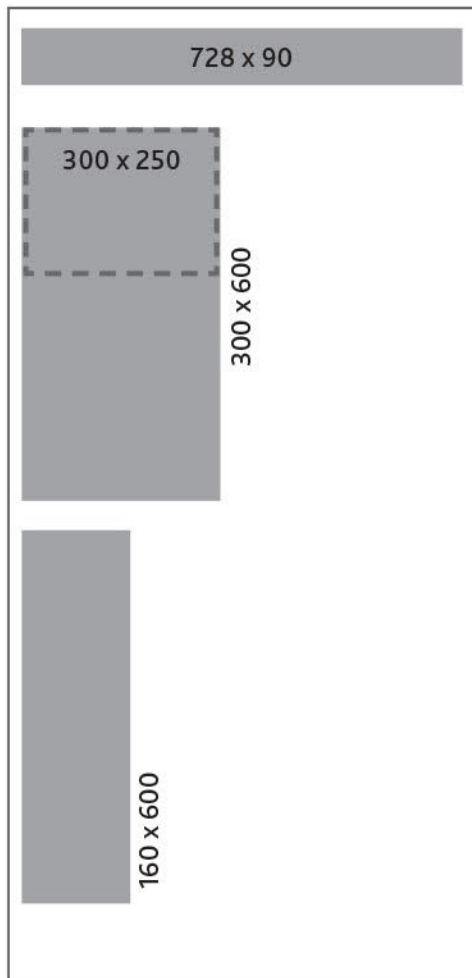
### Disposition of Materials

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

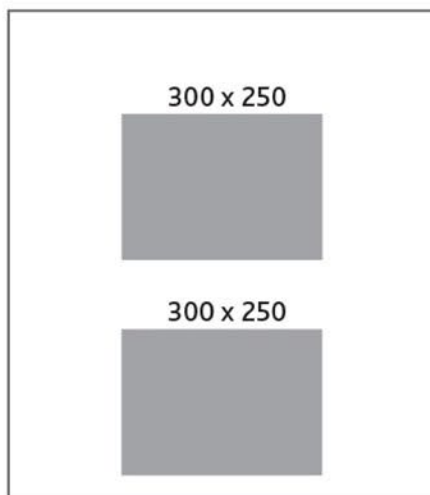
Wolters Kluwer DOES NOT Accept: Data Pass Back Tags, Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units

For campaigns that use 3rd or 4th party tags, please grant access to [onlineadoperations@wolterskluwer.com](mailto:onlineadoperations@wolterskluwer.com) and [wkonlineadoperations@gmail.com](mailto:wkonlineadoperations@gmail.com), or send daily automated reporting to [onlineadoperations@wolterskluwer.com](mailto: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.