

# Brain&Life<sup>®</sup>

EN ESPAÑOL

**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.



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*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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The only Spanish-language magazine since 2018 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.

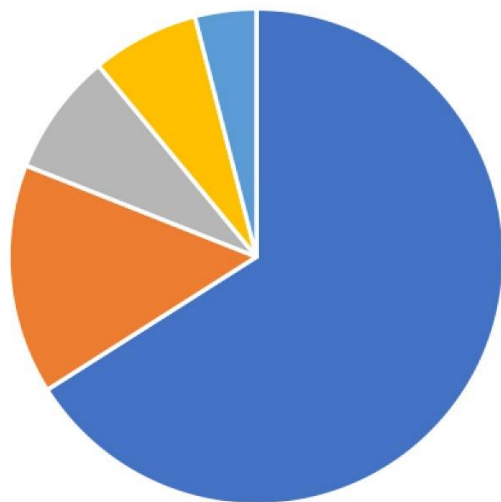
- Promotes brain health and informs patients and caregivers on a range of neurologic disorders, including stroke, Alzheimer's disease, migraine, epilepsy, multiple sclerosis, and peripheral neuropathy.
- Each issue features accessible and relevant articles that have been carefully reviewed by expert 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






Joseph I. Sirven, MD, FAAN, Editor, *Brain & Life® en Español*, is professor of neurology and chair emeritus of the department of neurology at the Mayo Clinic in Arizona and currently practicing at the Mayo Clinic in Florida.



"Increasingly, everybody has a question about brain health and brain diseases. Latinos are no exception. From preventing Alzheimer's disease to the latest treatment of migraines, *Brain & Life en Español* has you covered. Most importantly, the information is delivered in Spanish with input from the world's best experts on the topics we cover. We leverage the collective brain power of the American Academy of Neurology, the world's largest group of neurologists."



### EDITORIAL MAKEUP

	<b>DISEASE MANAGEMENT</b>	<b>66%</b>
	<b>WELLNESS</b>	<b>15%</b>
	<b>NUTRITION</b>	<b>8%</b>
	<b>EXERCISE</b>	<b>7%</b>
	<b>CAREGIVING</b>	<b>4%</b>
	<b>TOTAL:</b>	<b>100%</b>

Source: *Brain & Life* Editorial Department



### Rates (Gross)

Ad Size	4-Color	B&W
Page	\$34,310	\$31,150
2/3 Page	\$24,017	\$21,805
1/2 Page	\$22,315	\$19,155
1/3 Page	\$13,724	\$12,460
2nd Cover	35% premium on page rate	
3rd Cover	25% premium on page rate	
4th Cover	50% premium on page rate	
Other Preferred Positions	25% premium on page rate	

### Agency Commission

**15% Agency discount should be applied**

**Circulation**  
**100,000**

**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.

### Calendar

Issue	Ad Close	Ad Materials	Distribution Date
April/May	1/29/24	2/16/24	4/4/24
June/July	4/1/24	4/19/24	6/6/24
October/November	8/2/24	8/22/24	10/3/24
December/January	10/7/24	10/25/24	12/5/24



Profile		Ages	
Men	23%	21-34	3%
Women	76%	35-44	6%
Other	1%	45-54	27%
		55+	64%

Education		Household Income	
Some HS or less	4%	Less than \$25,000	29%
Graduated HS	9%	\$25,000 - \$34,999	17%
Some college	13%	\$35,000 - \$49,999	11%
Graduated college	36%	\$50,000 - \$74,999	19%
Advanced degree	38%	\$75,000 - \$99,999	8%
		\$100,000+	16%

### Home Ownership

Own	77%
Rent	17%
Other	6%

### Our Readers Respond

#### Action Taken After Reading *Brain & Life en Español*

35%	Visited <i>Brainandlife.org</i> to get more information
11%	Listened to a <i>Brain &amp; Life</i> podcast episode
19%	Called or researched a resource mentioned in the magazine
10%	Bought a product promoted/mentioned in the magazine
56%	Spoke to family or friends about a product promoted in the magazine
20%	Spoke to a doctor about a product promoted in the magazine
78%	Implemented a change to improve your health (exercise, diet, etc.)
5%	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>36%</b>	Caregiver, friend, or family member of someone with a neurologic disorder
<b>29%</b>	Person with neurologic disorder
<b>23%</b>	Professional with an interest in neurologic disorder
<b>13%</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>58%</b>	Nutrition-related products
<b>53%</b>	Fitness-related products
<b>37%</b>	Products related to improve sleep
<b>30%</b>	Products related to relaxation/meditation
<b>22%</b>	Wearables or personal health monitors
<b>8%</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>63%</b>	Neurology
<b>43%</b>	Gastrointestinal
<b>38%</b>	Mental Health
<b>35%</b>	Cardiovascular
<b>33%</b>	Autoimmune
<b>32%</b>	Respiratory
<b>30%</b>	Endocrine
<b>17%</b>	Other
<b>12%</b>	Infectious
<b>11%</b>	Oncology
<b>8%</b>	Rare Diseases

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

### Which health topics/disorders interest you?

<b>73%</b> Alzheimer's Disease/Dementia	<b>32%</b> Autism
<b>73%</b> Depression	<b>32%</b> Brain Tumor
<b>71%</b> Anxiety	<b>29%</b> Epilepsy
<b>67%</b> Brain Health	<b>29%</b> Restless Legs Syndrome
<b>56%</b> Sleep Disorders	<b>29%</b> Traumatic Brain Injury/Concussion
<b>51%</b> Pain	<b>28%</b> Multiple Sclerosis
<b>46%</b> Functional Neurologic Disorders	<b>25%</b> Shingles
<b>46%</b> Peripheral Neuropathy	<b>23%</b> Rare Disorders (DMD, HD, SMA, etc.)
<b>45%</b> Migraine/Headaches	<b>23%</b> Spinal Cord Injury
<b>44%</b> Stroke	<b>18%</b> Cerebral Palsy
<b>43%</b> Parkinson's Disease/Movement Disorders	<b>15%</b> ALS/Lou Gehrig's Disease
<b>42%</b> ADD/ADHA	<b>15%</b> Myasthenia Gravis
<b>40%</b> Fatigue	<b>14%</b> POTS
<b>37%</b> Fibromyalgia	<b>12%</b> Other
<b>32%</b> Chronic Fatigue	

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



*Brain & Life en Español's audience consists mainly of Spanish-speaking patients with neurologic conditions, including family and caregivers.*

## Print Magazine

Every quarter, *Brain & Life en Español* reaches **100,000** Spanish-speaking patients with a total estimated audience of **850,000**

- 75,000 copies distributed to 22,000+ AAN members and waiting rooms.
- 25,000+ copies mailed directly to subscribers.
- Distributed at patient meetings, other advocacy events, and the AAN Annual Meeting.



## Website

Our website, [BrainandLife.org/espanol](http://BrainandLife.org/espanol) offers readers quick, easy access to content from the print edition as well as exclusive content online.

### Metrics Include:

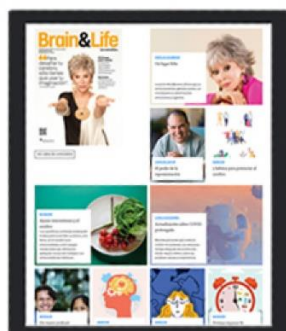
- Average Unique Visitors per Month: **215,651**
- Average Pageviews per Month: **319,125**
- Average Sessions per Month: **245,892**

### Social Audience (#Followers)

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

## Digital Edition

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



## 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

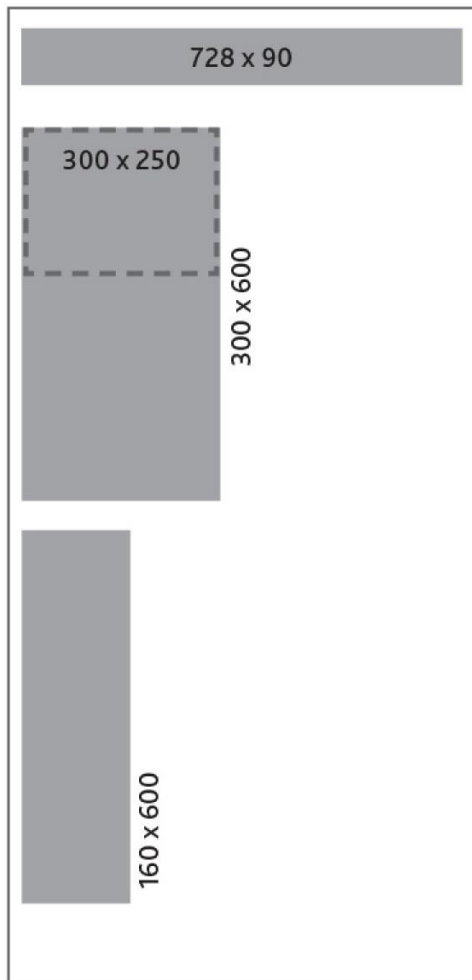
### Disposition of Materials

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

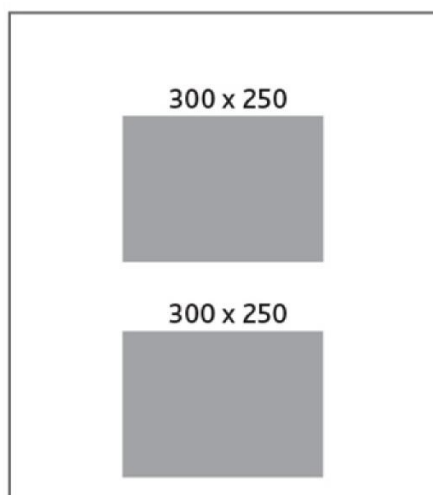
Wolters Kluwer DOES NOT Accept: Data Pass Back Tags, Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units

For campaigns that use 3rd or 4th party tags, please grant access to [onlineadoperations@wolterskluwer.com](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.