

FILLING A NEED

ADDitude reaches an influential audience with vital information.

People affected by ADD need information!

ADD is a complex disorder that has only been well-diagnosed and treated on a large scale in the past 20 years. *ADDitude* magazine helps those affected, their families, and spouses, by providing advice for diagnosis, treatment, parenting, social skills, organization, and general well-being. *ADDitude* magazine is the trusted resource for clear advice and useful tools to manage ADD/ADHD.

ADDitude receives close attention from readers.

- > Average time spent with each issue: 1 hour, 50 minutes
- > 92% describe *ADDitude* as extremely or very useful
- > 88% have recommended the magazine to a friend
- > 83% have acted on information read or seen in *ADDitude*: sought the advice of a medical professional, altered a coping strategy or routine

ADDitude readers research products and services found in the magazine, including therapeutic, coaching, and clinical services, organizational materials and gadgets, schools, camps, books, and publications.

People who read *ADDitude* spread information!

79% have recommended a product or service relating to ADD to a friend or acquaintance.

Readers rank these as the most important topics covered by *ADDitude*:

1. Tips for parenting ADD/ADHD children
2. Treatment options for ADD/ADHD
3. How to succeed at school
4. Organizational tips for home, school, and work
5. Time management techniques for children and adults

SOURCE: *ADDitude* subscriber survey, June-July 2009

A TRUSTED RESOURCE

“This is a magazine that is needed by every parent of an ADD child.” —OPRAH WINFREY

“Think of it as the Time and Newsweek for people with ADD.”—ABOUT.COM

“I don’t remember how I found your magazine, but it has been invaluable on our journey.”

—KAREN PETERSON, subscriber

Every issue contains a wide range of service and lifestyle articles for individuals and families dealing with ADD. Many articles are written by medical and psychological experts, including M.D.s and Ph.D.s. The typical edit-ad ratio is 67% to 33%. *ADDitude* devotes edit to parents of children with ADD and to adults with ADD:

- Look for advice from ADD/ADHD experts in every issue:
 - > **Dr. Larry Silver** answers medical questions from readers
 - > **Dr. Ned Hallowell**, psychiatrist, author, and founder of the Hallowell Centers for Cognitive and Emotional Health, helps our readers with all kinds of life issues
 - > **Melissa Orlov** helps readers solve relationship problems
 - > **Robert Tudisco**, a practicing attorney, advises readers about ADD and the law
 - > **Peter Jaksa, Ph.D.**, renowned clinical psychologist working exclusively with children and adults with ADD, shares much-needed advice on topics from discipline to treatment
 - > **Sandy Maynard**, a pioneer in the field of ADD coaching, advises readers about effectively managing their lives
- In every issue, find features or special reports on these important topics:
 - > Parenting tips from diagnoses and treatment, to choosing the right school and activities for your child, and managing home and siblings
 - > Advising adults with relationships, workplace, organization, treatment, and life management
 - > Exploring the options for treatment of ADHD in children and adults
 - > Latest research and findings about ADD/ADHD
- *ADDitude* is a number one resource for the latest research and treatments of ADD/ADHD.
- Every issue contains lifestyle articles on important topics, such as relationships, social skills, medication, organization, thriving in the workplace, nutrition, and time management.