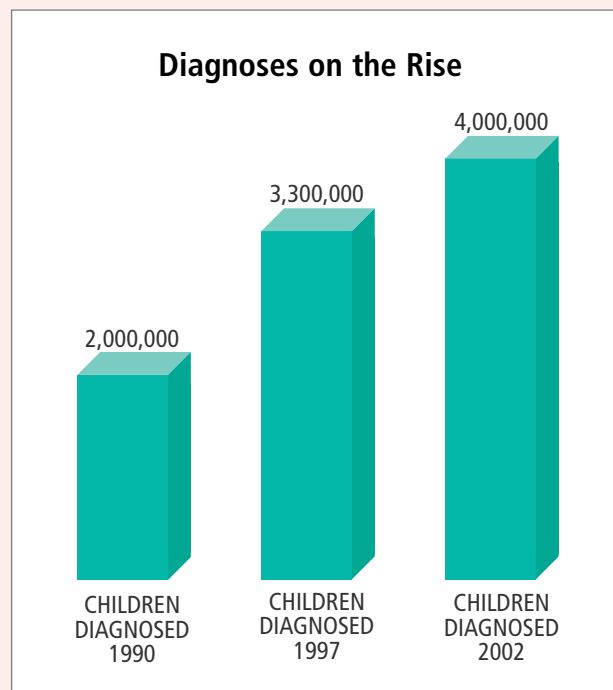


ATTENTION DEFICIT DISORDER

Attention Deficit/Hyperactivity Disorder, clinically known as ADHD but better known as ADD, is a brain-based disorder that affects millions of American schoolchildren. According to the U.S. Centers for Disease Control and Prevention (CDC), 7.8% of children aged 4 to 17 have been diagnosed with ADD at some point in their lives. Symptoms include inattention, hyperactivity, and learning problems that can lead to difficulties over one's life span. The causes of ADD are not precisely known.

ADD persists into adulthood for many. Though estimates vary, one study published in the Archives of General Psychiatry in 2005 stated that 8% of adults 18 to 44 are affected by ADD, though not necessarily diagnosed. This translates into more than 9 million adults.



SOURCES: CDC, National Health Interview Survey ('02, '97); Duke Medical Update ('90)

ADHD is “the second-most-common psychological problem in adults after depression.”

—*The New York Times Magazine*

FILLING A NEED

ADDitude reaches an influential audience with vital information.

People affected by ADD need information!

It is a complex disorder that has only been well-diagnosed and treated on a large scale in the past 20 years. Parents often have a hard time locating health-care providers and educational experts who can help them address problems. Frequently diagnosed in childhood, ADD can cause difficulties at home and at school that will drive parents on a seemingly endless search for clear advice and useful resources.

The result: *ADDitude* receives close attention from its readers.

- > Average time spent with each issue: 1 hour, 50 minutes
- > Average subscription price paid per copy: \$3.05
- > 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*: asked a doctor about a topic; altered a coping strategy, routine, or treatment; or sought out an advertiser's product

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 raising children with ADD
2. Updates on research findings and news related to ADD
3. How to succeed at school
4. Advice on friendships and social life for children with ADD
5. Articles for teenagers with ADD
6. Organizational tips for home, school, and work
7. Time management techniques for children and adults

SOURCE: *ADDitude* subscriber survey, June-July 2004