

# 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

**E**very 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% : 33%. Some sample contents:

- n Features or special reports on important topics like conflicting diagnoses; behavior therapy; managing ADD at school; nutrition & ADD medications; alternative therapies; & more
  - > “Ready to Learn,” a free parent-teacher pullout
  - > “How to Survive Summer Vacation,” a special report on ADD-friendly vacations and other tips for having fun without the worry
  - > “How to Choose the Right School for Your Child”
  - > “When Your Spouse Has ADD”
  - > “Bedtime Battles,” a special report on AD/HD and sleep
  - > “‘I’m Not Hungry, Mom’”
  - > “Depression & AD/HD: How to Beat the Blues”
  - > “Special Report: Beyond Meds”
  - > “Facts About Fish Oil”
- n Inspiring stories of people coping with AD/HD:
  - > Pro baseball pitcher Scott Eyre speaks out about AD/HD and the strategies that changed his career and life
  - > Wellesley student Heather Long battled learning problems to earn a Rhodes scholarship
  - > A 12-year-old muses about balancing her AD/HD with her special abilities
  - > As an AD/HD child, *Captain Underpants* author Dav Pilkey was always in time out, drawing goofy, inspired cartoons. Lucky for us!
- n Expert advice—Experts in the field weigh in on the topics and questions that affect you and your children
  - > Ask the Experts
  - > Ask Doctor Silver
  - > Nutrition with Laura Stevens, Ph.D.
  - > Learning with Jonathan Mooney
  - > Just for Teachers
- n Plus, other departments packed full of useful information, true stories, and advice!
  - > Dr. Ned Hallowell on...
  - > *ADDitude* Picks & Product Reviews
  - > It Worked for Us
  - > Our World: Inspiration from Readers

## EDITORIAL CALENDAR

ISSUE	SPECIAL FOCUS ON:
Spring	Camps & Schools
Summer	Planning a Great Summer
Fall	Back to School
Sept	<b>First Annual Resource Guide</b>
Winter	Alternative Therapies; Holiday Tips