As the leading source of attention deficit information since 1998, *ADDitude* serves more than 3 million parents, adults, and professionals each month with trusted information from leading medical experts and a distinguished editorial team.
A multi-platform network dedicated exclusively to ADHD and related mental health conditions, **ADDitude** serves its 3+ million monthly audience via its:

- Large content website (over 5,000 pieces of content)
- Audio and video content (webinars, podcasts, and videos)
- Targeted newsletters (over 575,000 opt-in subscribers)
- The **ADDitude Directory** (listing over 1,100 ADHD professionals and services)
- Robust forum and social communities (over 700,000 registered users)
- The **ADDitude Store** (offering eBooks and a curated set of products)
- Digital publishing (eBooks and downloadable booklets)
- Quarterly print magazine (audience of 400,000 subscribers and ADHD clinics)

**ADDitude’s** standing as the leading authority on ADHD and related conditions is reflected by 1) the participation of the field’s top experts (**ADDitude’s** contributor and scientific advisory panels) and 2) **ADDitude’s** preeminent Google position (resulting in over 60% of sessions on **ADDitude.com** originating via organic search)
The scale of ADDitude’s user base (over 45 million engagement touchpoints in 2018 alone) demonstrates its position as the industry leader in meeting growing consumer and professional demand for authoritative ADHD/mental health information.

- Registrations for ADDitude webinars range from 5,000 to 30,000 each
- Podcast downloads exceed 4 million to date (1 million in 2018 alone)
- Monthly site traffic consistently above 2 million users
- 12 targeted newsletter offerings with 25 to 36% open rates (over 18 million emails opened in 2018)

Whether to launch a new product or maintain market share, ADDitude has become the advertising venue of choice for those in the growing ADHD market. Pharmaceutical and endemic advertisers alike take advantage of ADDitude’s scale to target segments within the market, such as ADHD adults, caregivers of ADHD children, or ADHD professionals.
The ADDitude Network
The **ADDitude Network** serves all segments of the ADHD market with authoritative resources across multiple platforms.

**Diagnosis / Treatment Seekers**
- *Is my diagnosis ADHD, a learning disability, or another condition?*

**Caregivers**
- *As a parent, how can I help my child thrive?*

**Adult Patients**
- *How can I live a better life with adult ADHD and related conditions?*

**ADHD Professionals**
- *Where can I find resources for my ADHD and LD patients?*

ADDitude is the only player with the scale and ability to provide deep, targeted exposure to these hard-to-reach sub-segments, allowing pharmaceutical and endemic advertisers to quickly access a specific target audience at scale.
The **ADDitude Network** reaches its audience across multiple platforms and multiple channels

**Website**
- Most extensive ADHD/LD resource with ~2 M+ monthly users

**Newsletter**
- 50M newsletters to ~575K opt-in subscribers

**Experts**
- 40+ webinars / podcasts/2018, ~1 M podcast downloads, 300K registrations

**Videos**
- 60+ short-form videos with ~3.4M Facebook views

**Social**
- ADDitude Forum with ~300K users, ~120M Facebook impressions

**Directory**
- Database of 1,100 resources, consulted ~700K instances / year

**ECommerce**
- ~5K eBooks sold, ~7K+ affiliate items sold per month

**Magazine**
- Subscribers and ADHD clinics with ~400K+ readers per issue
Website: **ADDitude.com** serves 2.5 M visitors each month with more than 5,000 articles and a rich set of interactive tools

**Symptom Tests and Info**: Overviews and diagnostic tools for 15+ mental health conditions

**Medications and Treatments**: Medications, natural therapies, food, nutrition, brain training

**For Parents**: Parenting skills, behavior, school & learning, social skills, organization

**For Adults**: Organization, time management, relationships, careers

**For Professionals**: News and research updates, expert insights, patient management

**Beyond article content**, **ADDitude.com** offers a robust set of interactive tools

- Medication and treatment reviews
- Diagnostic self-tests
- Short-form video
- Discussion forums and commenting
- Ability to save articles to a profile
- Webinar replays and podcast downloads
- Free downloadable booklets
- E-commerce - eBooks and curated products
- An ADHD professional directory
**Newsletters: ADDitude** delivers 50M+ newsletters targeted by segment to ~575,000 opt-in users each year

- **575,000** opt-in email addresses on file

- **55,000,000** emails delivered in 2018

- **18,000,000** emails opened in 2018

- **32%** average open rate in 2018

- **7.8%** average CTR in 2018

Weekly editorial email sends in parenting, adult, treatment, school and learning (most popular)

Special editorial newsletter series for parents of teens, women with ADHD, natural remedies, ADHD clinicians/professionals, educational professionals

Seasonal integrated newsletter programs offered with accompanying webinar and social promotion. Example: Q3: Success at School, Q1: One Day at a Time

Advertising sponsorships available in individual newsletters and newsletter series
Experts: *ADDitude ADHD Experts Program* offers popular expert presentations in webinar, video replay, and podcast formats.

40x/year, 1-hour live presentation by an ADHD expert; video/audio file then distributed through key platforms.

- 300,000 live registrations in 2018
- 1,000,000 podcast downloads in 2018 alone;
- 4,000,000 podcast downloads to date
- 2,600,000 minutes of video replay in 2018

Advertiser sponsorships include messages during the live webinar and subsequent audio podcast, message and logo on promotional emails, registration pages, and video replay.
Videos: In 2018 *ADDitude* launched a new video program - building a library of 60+ short-form videos for our users

**Most popular videos of 2018**

- Emotional Regulation: 7 Truths About ADHD and Intense Emotions
- The Neuroscience of the ADHD Brain
- The Emotional Symptoms of ADHD That Everyone Overlooks
- How ADHD Ignites Rejection Sensitive Dysphoria

3,400,000 Facebook views

8,000,000 total Facebook video reach

**Key initiative in 2019 to create and distribute long-form expert videos**
Social: **ADDitude Forums** and social media presence offer users a safe environment in which to share advice and experiences.

- **Strong Facebook presence with ~325,000 Likes**
  - 120M total impressions in 2018
  - 18M unique user reach; 2.1M engaged users

- **Robust forum structure with ~300,000 registered participants**
  - 2,000 topics with 12,000+ comments
  - 1.9M total pageviews in 2018

~4.4M total **ADDitude** pageviews coming from Social Media in 2018
Directory: **ADDitude Directory** contains 1,100+ listings of ADHD professionals / resources and was consulted ~700K times in 2018

ADHD listings across the country, incl.
- Physicians / Clinics (752)
- Psychologists / Coaches (271)
- Camps / Schools (44)
- Services / Products (99)

Multiple key dimensions of information
- Reviews
- Videos
- Maps
- Additional information
ECommerce: The ADDitude Store offers a wide selection of eBooks along with a curated set of affiliate products

- eBooks are created by the ADDitude editors - each offers an in-depth look at one critical topic
  - Redesigned merchandise platform launched Q4 2018 with a focus on curated affiliate products

- ~5,000+ eBooks sold in 2018
- 23 eBooks in Kindle, PDF, and ePub formats

- Relaunched in Q4 2018
- ~7,000+ items sold in Dec 2018
Magazine: ADDitude magazine is a quarterly print/digital publication reaching an audience of ~400K ADHD thought leaders

400,000 total audience of adults, caregivers, and ADHD professionals

30,000 paid circulation

10,000 waiting room circulation

71% caregivers of ADHD children

31% ADHD / LD Professionals

Comprehensive content in the field of ADHD covering a broad array of topics and focus areas:

- News and Latest Research in the field
- Treatment: Medications, Alternative Therapies, Nutrition and Diet
- Adult ADHD: Organization, Success on the Job, Relationships
- Parenting: Discipline and Behavior, Social Skills, Organization
- School and Learning: Learning Disabilities, Homework and Study Skills, School Success
- Ask the Expert Columns
- Product, Book, Video Reviews
A Recognized Authority
ADDitude’s authority recognized by high Google rankings and results in strong organic search impressions

ADDitude’s average Google rank of 4.2 puts ADDitude content on the first page in the majority of ADHD search results

#4 of 17,000 total ADHD sites

Ranked #4 by Google out of 17,000+ sites indexed for ADHD and related content

Majority of ADDitude web traffic comes from organic search, indicating consumer demand

2018 ADDitude traffic sources (% of total)

- Organic Search: 65%
- Social Media: 14%
- Newsletters: 13%
- Direct: 6%
- Other: 3%
- Total: 100%
ADDitude's authority is evidenced by 75+ medical and academic expert contributors and Specialist and Scientific Advisory Panels

Selected Expert Profiles

Russell Barkley, Ph.D. Virginia Commonwealth Univ. Medical Center
Carol Brady, Ph.D. Baylor College of Medicine
Thomas Brown, Ph.D. University of Southern California
William Dodson, M.D. Dodson ADHD Center, Denver, CO
Ross Greene, Ph.D. Lives in the Balance
Edward Hallowell, M.D. The Hallowell Center

Steven Hinshaw, Ph.D. University of California, Berkeley
Peter Jaska, Ph.D. ADD Centers of America
Peter Jensen, M.D. The REACH Institute
Timothy Wilens, M.D. Massachusetts General Hospital
Sandy Newmark, M.D. University of California, S.F.
Roberto Olivardia, Ph.D. Harvard Medical School
Category Leader in Scale & Engagement
ADDitude dominates the ADHD category with 45M+ consumer engagement points in 2018

18M Email opens
2M Facebook engaged users
21M Website users
400K Newsletter sign-ups
400K Magazine Audience
400K Newsletter sign-ups
1M Podcast downloads
400K Store visits
700K Directory visits

Total Consumer Engagements in 2018

Note: All engagement statistics for full-year 2018
Sources: Google Analytics, Mailchimp, On24 and Go to Webinar, Libsyn, Facebook Analytics
ADDitude is the advertising venue of choice for pharmaceutical and endemic advertisers targeting the core ADHD audience

*Examples - not exhaustive*

### Pharma advertisers
- **Vyvanse**
  - Shire
- **Evekeo**
  - Arbor
- **Mydayis**
  - Shire
- **Adzenys XR-ODT**
  - Neos
- **Quillivant XR**
  - Pfizer

### Endemic advertisers
- **Vayarin Plus**
  - Extra Strength Capsules
- **Neba Health**
- **Revive Technologies**
- **Forbrain**

Pharmaceutical and endemic advertisers alike take advantage of ADDitude’s scale to target precise segments within the ADHD market, such as ADHD adults, caregivers of ADHD children, and ADHD professionals.
2019 New Initiatives and Growth
In 2019 ADDitude is continuing to expand into new channels and to serve its audience in new ways

**Medical Professionals**

- Content and advertising targeted specifically to medical professionals
- Notably harder to reach than consumers
- Largely untapped market represents significant opportunity for ADDitude

**E-Commerce & E-Learning**

- ADDitude tapping its engaged audience to offer complementary products
- ~7,000 affiliate items sold in December 2018
- E-learning meets demonstrated consumer demand for help

**Diagnostic Center**

- ADDitude building a comprehensive diagnostic-assistance platform
- High consumer engagement
- Significant growth ahead in comorbid conditions (autism, depression, bipolar disorder, learning disabilities)
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