ADDitude is the premier media network dedicated to providing authoritative, in-depth information coupled with practical, real-life solutions for families and individuals impacted by attention deficit and learning differences.

Founded in 1998, the multi-platform brand includes print and digital, video, webinars, social media, and more. A unique commitment to providing expert guidance that is scientific and reliable, yet also personal and empathetic, has made ADDitude the leading resource for those touched by ADHD and LD. Drawn by trusted content and a caring voice, millions of people come to ADDitude to learn from the experts—and to share with one another. As a result, ADDitude has also become a vital tool for teachers, healthcare providers, and other professionals who interact with our audience every day.
TRUSTED CONTENT AND A CARING VOICE
For 20 years, ADDitude has been the leading resource for adults, families, and professionals in the ADHD/LD community. It’s not only because we deliver trusted, accurate, and authoritative information from nationally renowned medical experts, along with articles and advice from our distinguished editorial team—but because that we couple that content with empathy, inspiration, and sometimes… even a bit of humor.

THE MOST COMPREHENSIVE CONTENT IN THE FIELD
These are just a few of the broad array of subjects covered extensively in the pages of ADDitude:

- Parenting ADHD Children: Build Your Parenting Skills; Defusing Defiant and Oppositional Behavior; Teaching Friendship Skills
- Adult ADHD: The Organized Life; Success on the Job; Healthy Minds & Bodies
- ADHD Treatment: Medications; Nutrition & Diet; Treating Children
- School & Learning Disabilities: IEPs & 504 Plans; Homework & Study Skills; School Behavior & Social Life
- ADHD Symptoms & Diagnosis: ADHD Basics; Women & ADHD; Myths About ADHD & LD

LEADING EXPERTS AND ADVISORS
Our Scientific Advisory Board and contributors consist of M.D.s, Ph.D.s, and educators who are leaders in their respective fields. These are just a few of the members of the ADDitude team:

Ned Hallowell, M.D., is a psychiatrist, an author, and the founder of the Hallowell Centers for Cognitive and Emotional Health.
Carol Brady, Ph.D., is a clinical psychologist in private practice specializing in children and families with ADHD.
William Dodson, M.D., is a board-certified psychiatrist who specializes in adult ADHD. He is a Life Fellow of the American Psychiatric Association.
Michele Novotni, Ph.D., is a licensed psychologist who works with both children and adults with ADHD.

Contact Us! advertising@additudemag.com or 646.366.0830  •  New Hope Media  •  108 West 39th Street, Suite 805  •  NYC, NY 10018
Whether it is an adult looking for an explanation for struggles at work and at home, or a parent wanting to help a child succeed at school, ADDitude provides vital information and support to the vast attention deficit and learning differences community.

**FOUR GROUPS RELY ON ADDitude**

1. **THE UNDIAGNOSED**

   The road to an ADHD or learning disabilities diagnosis can be long and unsettling for adults and parents alike. They come to ADDitude to understand their symptoms and find resources for treatment.

   **Top content includes:**
   - Is It Adult ADHD?
   - Does Your Child Have a Learning Disability?
   - When It Is Not ADHD: Common Diagnosis Mistakes

2. **CAREGIVERS**

   Parents of children with attention and learning differences struggle with their children’s behavior problems, disorganization, poor social skills, academic deficits, and more. ADDitude provides a support system, as well as proven ways to help their children succeed at school and in life.

   **Top content includes:**
   - ADHD and ODD: Parenting Your Defiant Child
   - ADHD Classroom Accommodations
   - 9 Secrets to Surviving Your ADHD Teen

3. **ADHD ADULTS**

   Often diagnosed only later in life, adults with ADHD and learning difficulties look for help succeeding on the job, in relationships, with household organization, financial problems, and more. ADDitude gives them the resources they need to reinvent their lives.

   **Top content includes:**
   - Career Advice for Finding the Right Work with ADHD
   - To-Do List Apps for ADHD Adults
   - Organization Products ADD Adults Swear By

4. **ADHD PROFESSIONALS**

   Caring professionals consider ADDitude part of their professional toolbox. Teachers, healthcare providers, coaches, and others in the ADHD/LD field turn to ADDitude for medically sound, current information to guide their own work, and also as a resource for their clients.

**AUDIENCE SNAPSHOT**

- Female: 88%
- Married: 71%
- College Graduate+: 76%
- Age 35-54: 67%
- Parents of ADD/ADHD Child(ren)*: 71%
- ADD/ADHD Adults*: 55%
- ADHD Clinicians*: 13%
- Special Educators*: 16%

*Multiple responses allowed

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Female .................................................................................................................91%
One or more children diagnosed with ADHD in HH..................................................79%
One or more adults diagnosed with ADHD in HH .......................................................58%
One or more children diagnosed with learning disabilities in HH ..........................31%

Age
35–44.....................................................................................................................40%
45–54.....................................................................................................................32%
25–34.....................................................................................................................17%

Median age of primary reader ..................................................................................43

Average no. of children in home: 1.6 (all HHs), 1.9 (HHs with children)
No. of children:
1+ ..................................................................................................................85%
2+ ..................................................................................................................55%
3+ ..................................................................................................................20%

Average HH visits in past year to:
Psychiatrist ........................................................................................................4.1
Psychologist .................................................................................................6.1
Pediatrician .................................................................................................3.3
Neurologist .................................................................................................0.6

HH member has taken medication prescribed by a physician within past year
for ADHD: ........................................................................................................89%

HH member hired a coach or consultant for help in coping with ADHD in past year: ...13%

ADHD first diagnosed:
Within past year ................................................................................................17.7%
1–2 years ........................................................................................................18.4%
3–5 years ........................................................................................................27.2%
6+ years ........................................................................................................36.7%

Source: ADDitude subscriber survey, 2017
ADDITUDE
Strategies and Support for ADHD & LD

One Network. Countless Resources. One Trusted Brand.

EBOOKS + FREE DOWNLOADS
Handy, expert, focused advice for parents of ADHD/LD children and adults living with ADHD.

ADDITUDEMAG.COM
The most comprehensive ADHD/LD resource for parents, adults, and professionals. Monthly Users: 2.3 Million

RESOURCE CENTERS
Tools, tips, and useful information on specific topics and issues that impact the ADHD and LD community.

WEBINARS + PODCASTS
Leading ADHD and LD expert advice. Over 5 million replays. Experts answer personal questions and offer comprehensive content. 40 webinars/year, 3,000+ participants each.

DIRECTORY
Searchable database of products, services, and professionals.

INTEGRATED PROGRAMS
Turnkey, multiplatform programs such as Success at School reach an engaged audience looking for actionable information on living with specific ADHD/LD issues.

MOBILE + TABLET
Digital version of ADDitude magazine available to subscribers. Includes access to past issues.

MAGAZINE
Published 4X/year. 400,000 Readers per issue. Mailed to subscribers & professionals. Sold at newstands. Distributed at industry conferences.

NEWSLETTERS
Weekly: 587,000 subscribers Parenting, 202,000 subscribers Parenting Teens, 100,000 subscribers Adults, 261,000 subscribers Women w/ADHD 39,000 subscribers Most Popular, 235,000 subscribers Treatment, 258,000 subscribers School, 209,000 subscribers

SOCIAL MEDIA
Connecting with the ADHD/LD community.

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## ADDITUDE MAGAZINE

### ADDITUDEMAG.COM

<table>
<thead>
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<th>Value</th>
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<tr>
<td>Average sessions per month</td>
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<tr>
<td>Average users per month</td>
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<td>Average page views per month</td>
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<td>Organic sessions per month</td>
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### RESOURCE DIRECTORY LISTINGS

- Online listing for professionals, goods, and services:
  - Showcase Listing $325
  - Premium Listing $245
  - Basic Listing $175

### WEBSITES & PODCASTS

- Presented weekly.
- Advertising and sponsorship via email, landing pages, and audio message.

### NEWSLETTERS

Delivered weekly to more than 450,000 opt-in subscribers on the following topics:
- Parenting ADHD Children 4x/month
- Parenting Teens with ADHD 2x/month
- School & Learning 2x/month
- Treating ADHD 2x/month
- Living with Adult ADHD 4x/month
- Women with ADHD 2x/month
- Most Popular of the Week 4x/month
- Community Digest (monthly)
- ADHD Research Digest for Clinicians (monthly)
- ADHD Learning for Educators (a 9-week series)

Advertising or sponsorships available for individual newsletters or newsletter series.

Formats: 300x250 ad banner and/or sponsor logo and paragraph.

Examples available upon request.

### BANNER SPECIFICATIONS

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<thead>
<tr>
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<th>Dimensions</th>
<th>HTML5 file Size / Initial File Load</th>
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</tbody>
</table>

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ADDitude NEWSLETTERS

Targeted, Opt-in, Highly Responsive Audience

TARGETED AUDIENCE:
587,000 opt-in subscribers actively await information delivered to their inbox.

THEMED NEWSLETTERS targeted to specific audiences:
- Adult 4X/month to 274,000 subscribers
- Parenting 2X/month to 219,000 subscribers
- Parenting Teens 2X/month to 100,000 subscribers
- School 2X/month to 222,000 subscribers
- Treatment 2X/month to 277,000 subscribers
- Most Popular This Week 4X/month to 235,000 subscribers
- Women with ADHD 2X/month 44,500
- ADHD Research Digest for Clinicians (monthly) 12,350
- ADHD for Educators (9-week series)
- Expert answers and information
- Featuring subjects of greatest interest
- News, reviews, blogs, hot topics

HIGHLY RESPONSIVE AUDIENCE:
- 615,000 subscribers; clean, unduplicated lists
- 36%+ average total open rate
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

Accepted file formats: JPEG, PNG, GIF
File size: 50 KB maximum

Contact Anne Mazza at 646-366-0844 or anne@newhopemedia.com for rates and customized advertising programs.
**ADDitude NEWSLETTERS**

**for Professionals**

**Targeted, Opt-in, Highly Responsive Audience**

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**FOR TREATMENT PROFESSIONALS**

12,300 Subscribers

**Monthly News, Research, and Insights About ADHD**

ADDitude’s monthly digest for clinicians and other mental health professionals includes the latest news, research, and study results on ADHD and related conditions, along with Q&As, best practice guidelines and recommendations, and patient resources.

**Frequency:** monthly (currently first Sunday of the month)

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**FOR EDUCATORS**

23,000 Subscribers

**9-Part Series – Solutions for ADHD/LD in Classroom**

This newsletter series is designed to equip educators with realistic and effective solutions to the specific academic and behavioral challenges associated with ADHD and learning disabilities in the classroom.

**Frequency:** 9-part series; subscribers receive the first email as soon as they sign up, then receive the rest of the emails at 2-week intervals
Reaching ADHD families in their homes, and in the places they turn to for help.

Total Audience = 400,000

Source: ADDitude Reader Survey 2018
ADDitude PRINT ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
</tr>
</thead>
</table>
| full page     | live: 7.5" x 10", trim: 8" x 10.5"
bleed (full page only): 8.25" x 10.75"
1/2 page horizontal | 7" x 4.55"
1/4 page       | 3.325" x 4.55"  
1/3 page vertical | 3.325" x 9.35"  
1/2 page vertical | 2.125" x 9.35" |

- ADDitude is printed on 50 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred format), Quark XPress, InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g., Pagemaker or Publisher) must be converted to a PDF (preferred format), EPS, or TIFF file format at 300 dpi. Images with resolutions lower than 300 dpi will result in poor reproduction in both the print and digital editions. This includes bitmap images digitally adjusted to 300 dpi from a lower resolution file.
- Please include all fonts and images with ads not submitted in PDF. Images must be at least 300 dpi. A $75 production charge may be applied to ads that are not ready to place and print, missing fonts or raw files, or sized incorrectly.
- All ads must be accompanied by a printed hard copy; four color ads must be accompanied by a hard copy proof; no PMS (Pantone) colors may be used. Accepted colors are CMYK: Cyan(C), Magenta(M), Yellow(Y), and Black(K).
- ADDitude designers are available at cost to design ads for new advertisers. Rates are $75 per hour plus $30 per scan. Please contact the Advertising Coordinator to discuss this option.
- Ad materials and ad changes must be received by the advertising materials date (see schedule below) or the previous issue’s ad will be published.
- Minor text changes can be made to existing ads in digital format at $75 per hour. We cannot make changes to ads originally sent in PDF, EPS, or TIFF formats.

ADDITIONAL ADVERTISING NOTES

- Invoices, advertiser tear sheets, and complimentary copies will be mailed on publication. Terms are net 30 days with the exception of first-time and ADDitude Professional Directory advertising, for which prepayment is required.
- Cancellation of reserved advertising space is accepted only if notice is received by each issue’s space reservation date. If cancellation of an advertising contract changes the frequency discount to which an advertiser is entitled for advertising that has run previously during the contract period, the higher cost of previously run advertising will be billed to the advertiser.
- Paid advertisers receive a tear sheet of their advertisement.

ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation Due</th>
<th>Ad Material Due</th>
<th>Publication Date</th>
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<tr>
<td>Winter 2019</td>
<td>9/02/2019</td>
<td>9/30/2019</td>
<td>11/05/2019</td>
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<tr>
<td>Spring 2020</td>
<td>12/04/2019</td>
<td>12/20/2019</td>
<td>2/04/2020</td>
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<tr>
<td>Summer 2020</td>
<td>3/10/2020</td>
<td>4/01/2020</td>
<td>5/05/2020</td>
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<tr>
<td>Fall 2020</td>
<td>6/03/2020</td>
<td>6/30/2020</td>
<td>8/04/2020</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>9/02/2020</td>
<td>9/30/2020</td>
<td>11/03/2020</td>
</tr>
</tbody>
</table>

Ads received after the deadline will be placed in the next available issue.

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