

# ADDITUDE NEWSLETTERS

## Targeted, Opt-in, Highly Responsive Audience

### TARGETED AUDIENCE:

**725,000 Opt-in Email Subscribers**  
actively await information  
**40%+ average total open rate**

### THEMED NEWSLETTERS targeted to specific audiences:

- **Adult** 4X/month to 400,000 subscribers
  - **Parenting** 4X/month to 300,000 subscribers
  - **School** 2X/month to 250,000 subscribers
  - **Treatment** 2X/month to 300,000 subscribers
  - **Most Popular** 4X/month to 225,000 subscribers
  - **Women with ADHD** 2X/month 90,000
- Expert answers and information
  - Featuring subjects of greatest interest
  - News, reviews, blogs, hot topics

### HIGHLY RESPONSIVE AUDIENCE:

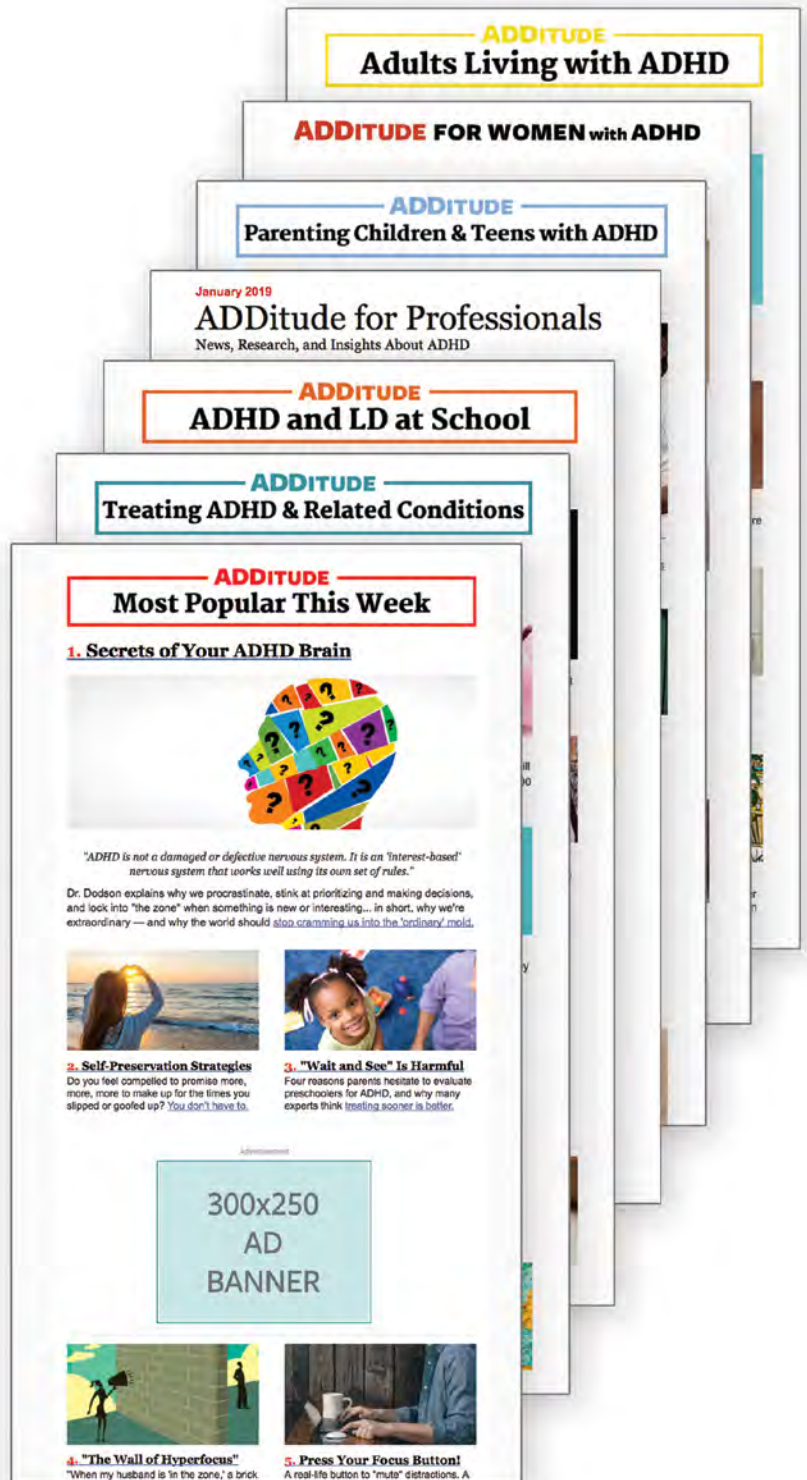
- 725,000 subscribers; clean, unduplicated lists
- 40%+ average total open rate
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

### ADDITUDE NEWSLETTER For Professional and Educators

- **For ADHD Professionals** 65,000 opt-in emails
- **For Educators** 20,000 opt-in emails

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

Contact Anne Mazza at 917-886-3860  
or [anne@newhopemedia.com](mailto:anne@newhopemedia.com)  
for rates and customized  
advertising programs.



# ADDITUDE NEWSLETTERS for Professionals

## Targeted, Opt-in, Highly Responsive Audience

### FOR TREATMENT PROFESSIONALS

**65,000 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)

### FOR EDUCATORS

**20,000 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

January 2019

## ADDitude for Professionals

News, Research, and Insights About ADHD

[ADDitudeMag.com](#) | February 3, 2019

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**BEST PRACTICES FOR CLINICIANS**  
**3 Rules for Evaluating and Treating ADHD in People Over 50**  
from a presentation by David W. Goodman, M.D., FAPA  
ADHD is often overlooked or misdiagnosed in older adults, whose symptoms may be mistaken for — or exacerbated by — age-related cognitive changes, comorbid medical/psychiatric conditions, and psychological issues. A leading ADHD expert discusses how clinicians can better evaluate this underserved population.  
[Continue reading >](#)

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**CLINICIAN Q&A**  
**How to Treat a Teen Self-Medicating ADHD and Anxiety with Marijuana**  
by Timothy Wilens, M.D.  
Teens, particularly those with undiagnosed or untreated ADHD and related conditions, are susceptible to substance abuse. When a child is self-medicating with marijuana, how can professionals and caregivers best adjust the treatment plan accordingly? Find out here.  
[Continue reading >](#)

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**ADHD COACHING**  
**Coaching Through the ADHD Life Cycle: Advice for Each Age and Stage**  
by Meg Leahy, MS, NCC, BCC  
ADHD is a life-long condition, however its challenges are forever changing. An effective coach is one who is prepared to offer different strategies for different stages of life, and work cooperatively with a client to put them into effect. Here are common challenges for clients of every age, and tactics that deliver results.  
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**ADHD NEWS & RESEARCH**  
**Study: Brain Structure Differences in Boys May Reveal Genetic Risk for ADHD**  
New research shows that some children with symptoms of ADHD have abnormally small volume in specific structures of the brain. This study from the Barcelona Institute for Global Health suggests that ADHD's genetic variants may differ between boys and girls.  
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**Trump Administration Rescinds Key Federal Guidance for Students with Disabilities**  
The U.S. Department of Education has eliminated a critical resource that works to secure and standardize the rights of students with ADHD and learning disabilities. Disability advocates fear negative implications now that the "Dear Colleague" letter is gone.  
[Continue reading >](#)

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**Study: Seizure Medication Used During Pregnancy Linked to ADHD in Children**  
A new study of nearly a million children in Denmark shows increased incidences of ADHD in the offspring of mothers who used the medication Valproate during pregnancy, however it also raises unanswered questions about the ADHD-epilepsy connection, dosage

The **ADDITUDE** ADHD Learning Series

## FOR EDUCATORS



#2: ADDRESSING DISTRACTIBILITY


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Students with ADHD and LDs may daydream, stare out the window, or lose focus when stimuli compete for attention. As a result, they miss lessons, instructions, and directions.

Why? ADHD impacts the parts of the brain that control sustained focus. Children with ADHD also have a lower level of brain arousal, and are therefore easily distracted whenever an activity is not sufficiently stimulating. They tune into hallway noise, birds outside, or their own inner thoughts.

What's a teacher to do? Read on for creative ways to keep students focused and engaged.


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**12 Sure-Fire Focus Fixes for the Classroom**  
BY THE EDITORS OF ADDITUDE  
"Earth to Henry!" "Why don't you ever listen?" You are all too familiar with desperately trying to attract and retain the attention of a child with ADHD. Try these 12 focus fixes, tested by ADDitude readers and educators who understand.

[READ MORE](#)

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**Let Them Fidget! How Movement Promotes Focus**  
BY HOLLAND ROTZ, PH.D., & SARAH WRIGHT  
Physical movement can help focus the brain on what's important. Learn how fidgeting aids learning — and what subtle fidgets can help kids with ADHD focus at school.

[READ MORE](#)

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