ADDitude

The leading multi-channel platform to target and effectively reach ADHD adults, caregivers, and professionals
As the leading source of attention deficit information since 1998, ADDitude serves more than 4 million parents, adults, and professionals each month with trusted information from leading medical experts and a distinguished editorial team.
Executive Summary (I/II)

A multi-platform network dedicated exclusively to ADHD and related mental health conditions, ADDitude serves its 4+ million monthly audience via its:
- Large content website (more than 8,000 pieces of content)
- Audio and video content (webinars, podcasts, and videos)
- Targeted newsletters (more than 725,000 active opt-in subscribers)
- The ADDitude Directory (listing more than 1,500 ADHD professionals & services)
- The ADDitude Stores (offering eBooks and a curated set of affiliate products)
- Digital publishing (eBooks and downloadable booklets)
- Quarterly print magazine (audience of 400,000 readers 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 more than 60% of sessions on ADDitudeMag.com originating via organic search)
Executive Summary (II/II)

The scale of ADDitude’s user base (more than 75 million engagement touchpoints in 2020 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 8.9 million to date (2.8 million in 2020 alone)
- Monthly site traffic consistently above 3 million users
- 12 targeted newsletter offerings with 40 to 45% open rates (more than 29 million editorial emails opened in 2019)

With ADHD diagnoses exceeding 9% of all children and growing at double digit rates among adults, demand for ADDitude information from more than 10 million diagnosed ADHD patients continues to grow year after year.
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 network 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** reached its audience in 2020 across multiple platforms and multiple channels

**Website**
- Most extensive ADHD/LD resource with ~3 M+ monthly users

**Newsletter**
- 73M newsletters sent to ~725K active opt-ins; 41% open rate

**Experts**
- 54+ webinars / podcasts/2020, ~2.8M podcast downloads, 591K registrations

**Videos**
- 60+ short-form videos with ~52K YouTube hours

**Social**
- FB and Forums with ~3M users, ~94M Facebook impressions

**Directory**
- Database of 1,550 resources, consulted ~650K instances / 2020

**ECommerce**
- ~25K eBooks sold, ~55K+ affiliate items sold in 2020

**Magazine**
- Subscribers and ADHD clinics with ~400K+ readers per issue
Website: ADDitudeMag.com serves 3M+ visitors each month with more than 8,000 articles and a rich set of interactive tools

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

- Medication and treatment reviews
- Mental Health Symptom Checker (new in 2020)
- 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
- ADHD professional directory

• **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
Website: Annual site users have grown 169%+ since 2015

Total Annual Site Users

Source: Google Analytics

Note - website relaunched in 2017, causing temporary disruption

2020 totals impacted by Q1, Q2 COVID-driven dip; 2H 2020 saw audience recovery and growth to ~3M+ monthly users
Newsletters: **ADDitude** delivered 73M+ editorial newsletters targeted by segment to ~725,000 active opt-in users in 2020

- **725,000** opt-in email addresses on file
- **73,234,000** editorial emails delivered in 2020
- **29,757,000** emails opened in 2020
- **41%** average open rate in 2020
- **.31%** average ad CTR in 2020

Weekly editorial email sends in parenting, adult, treatment, school and learning

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: The ADHD Experts Program offers popular expert presentations in webinar, video, and podcast formats

Weekly in 2020, 1-hour live presentation by an ADHD expert; video/podcast file then distributed through key platforms

- 2,400,000 page views of webinar registrations and video replays in 2020
- 2,763,000 podcast downloads in 2020 alone; 8,993,000 podcast downloads to date
- 591,000 live webinar registrations in 2020

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 2020

3,400,000 Facebook views

52K You Tube hours
Social: **ADDitude Forums** and social media presence offer users a safe environment in which to share advice and experiences

*Strong ‘19 Facebook presence: 31M Unique Users
- 94M total Facebook impressions
- 3.4M engaged users; 400K Likes/Members

~3.6M total sessions, 2.3M users from Social Media on ADDitude in 2020

Robust site forum structure:
- 3,200 topics with 16,000+ comments
- 1.2M total pageviews in 2020
Directory: **ADDitude Directory** contains 1,550+ listings of ADHD professionals / resources and was consulted ~600K times in 2020

ADHD listings across the country, incl.
- Physicians / Clinics (985)
- Psychologists / Coaches (517)
- Camps / Schools (53)
- Services / Products (66)

Multiple key dimensions of information
- Reviews
- Videos
- Maps
- Additional information
ECommerce: The ADDitude Stores offer 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
- Launched dedicated Amazon store in 2020 to optimize affiliate product options

- ~25,000+ eBooks sold in 2020
- 29 eBooks in Kindle, PDF, and ePub formats
- 55,000+ affiliate items sold in 2020
- $1M+ total merchandise value
**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

**40,000** paid circulation

**10,000** waiting room circulation to identified ADHD clinics and medical professionals

**Readers:** 43% caregivers of ADHD children; 43% adults with ADHD; 31% ADHD 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 authoritative content earns 439,000 Google organic keywords driving rank and traffic

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

| Source: Ahrefs, Google Analytics |

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<thead>
<tr>
<th>2020 <strong>ADDitude</strong> traffic sources (% of total)</th>
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<tr>
<td><strong>Organic Search</strong></td>
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57,000 **ADDitude** keywords rank from 1 to 10 in Google algorithms

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1.4M # times per day **ADDitude** appears in Google Search Results
**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*

Stephen 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 75M+ consumer engagement points in 2020

- 725K Newsletter opt-ins
- 400K Magazine Audience
- 30M Email opens
- 80K eCommerce customers
- 40M Website users
- 2.8M Podcast downloads
- 591K webinar registrants
- 600K Directory visits

Note: All engagement statistics for full-year 2020
Sources: Google Analytics, Mailchimp, Go to Webinar, Libsyn, Amazon Analytics