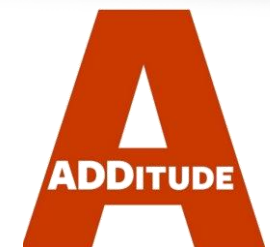


ADDitude

The leading multi-channel platform to target and effectively reach ADHD adults, caregivers, and professionals

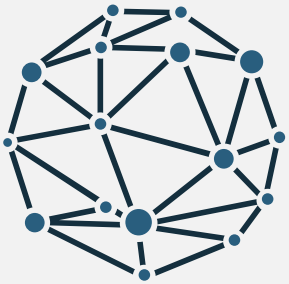
MARCH 2021



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)



Broad reach
through multiple
platforms

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)



Recognized
authority

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)



Industry-
leading scale &
engagement

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)



Strong and
growing reach

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?



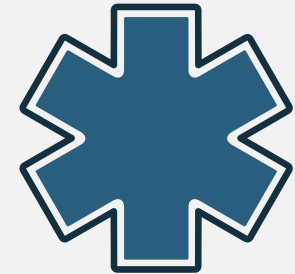
Caregivers

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*

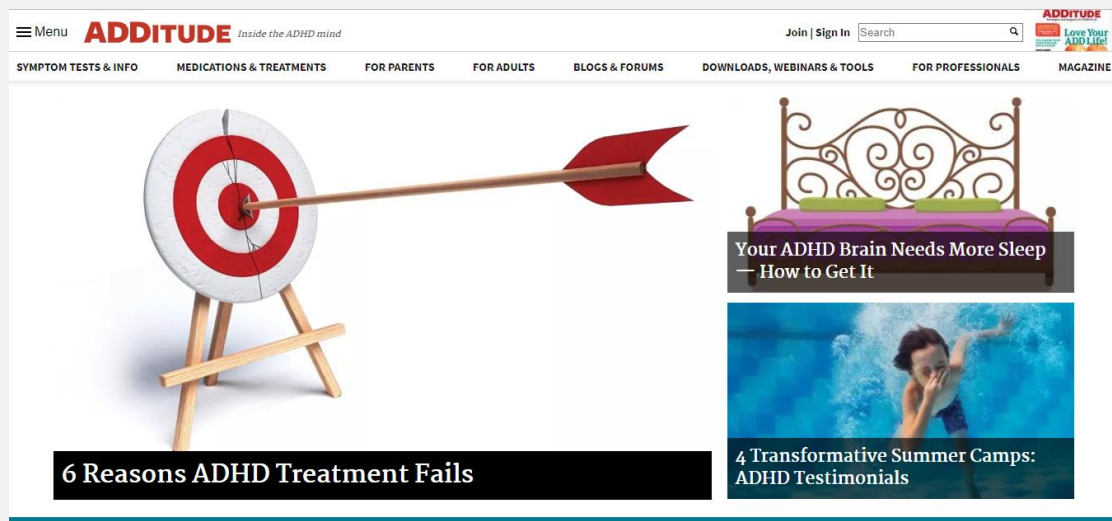
Magazine



*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



- **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

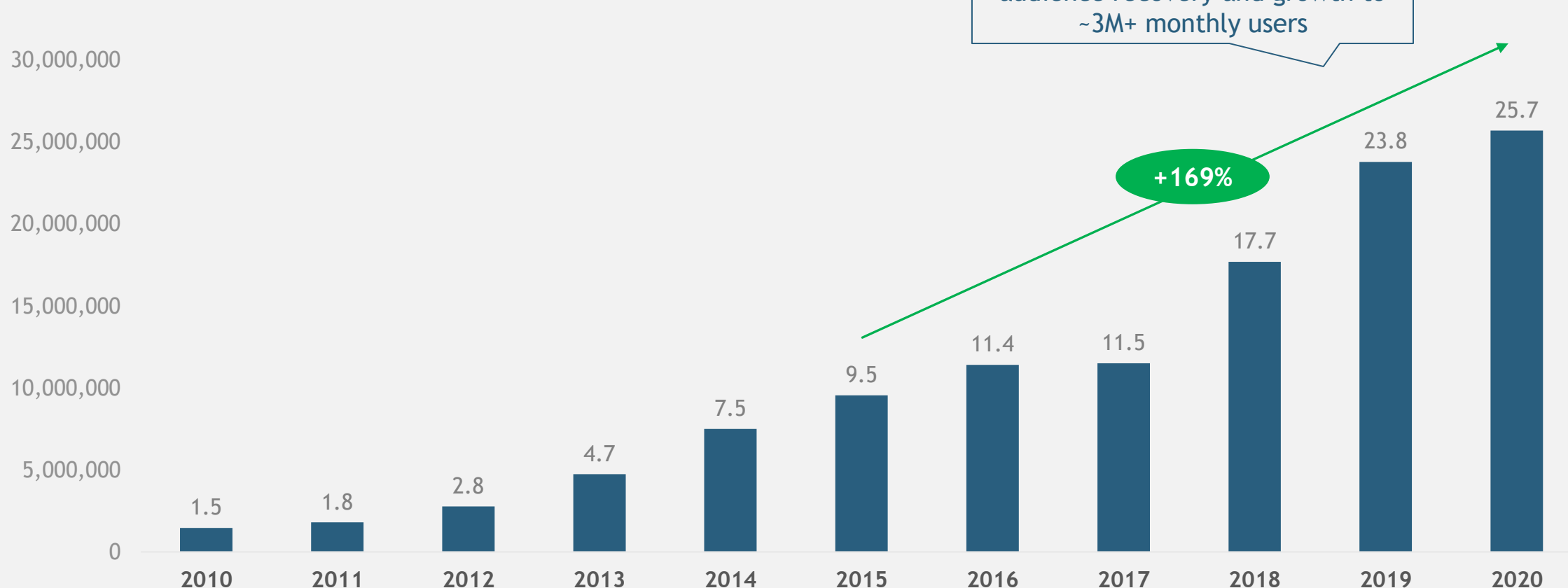
Beyond article content, **ADDitudeMag.com** offers a robust set of interactive tools

- 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



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

Total Annual Site Users



Note - website relaunched in 2017, causing temporary disruption



Newsletters: *ADDitude* delivered 73M+ editorial newsletters targeted by segment to ~725,000 active opt-in users in 2020

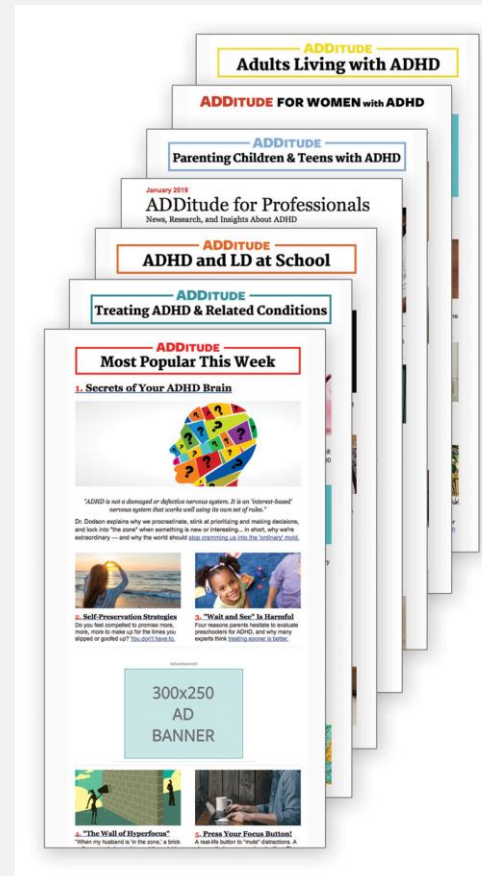
725,000 opt-in email addresses on file

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

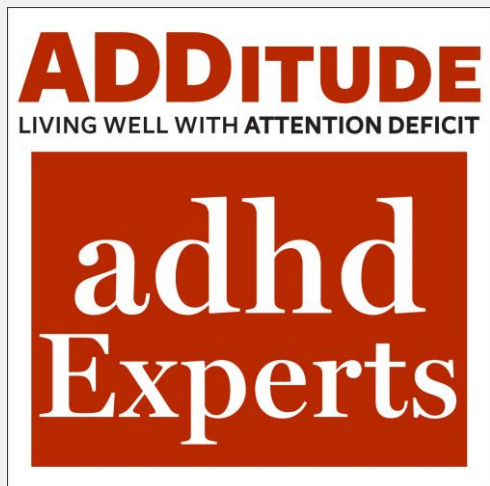
Seasonal integrated newsletter programs offered with accompanying webinar and social promotion. Example: Q3: Success at School, Q1: One Day at a Time

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



Advertiser sponsorships include messages during the live webinar and subsequent audio podcast, message and logo on promotional emails, registration pages, and video replay



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



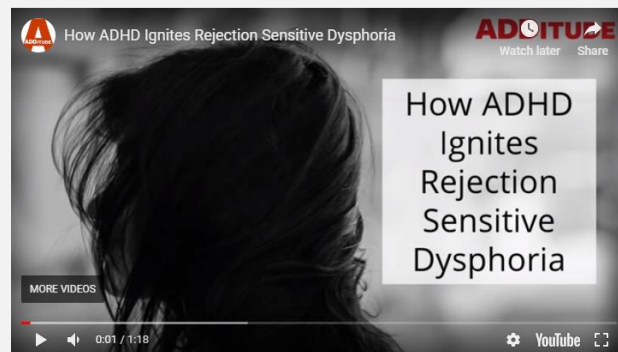
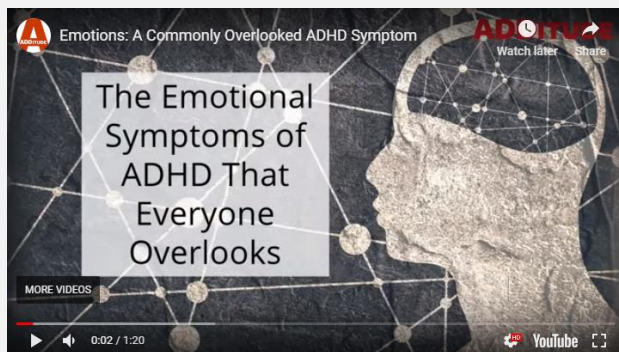
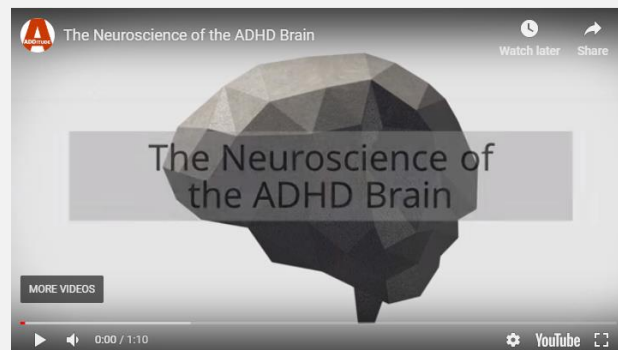
Google Podcasts





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



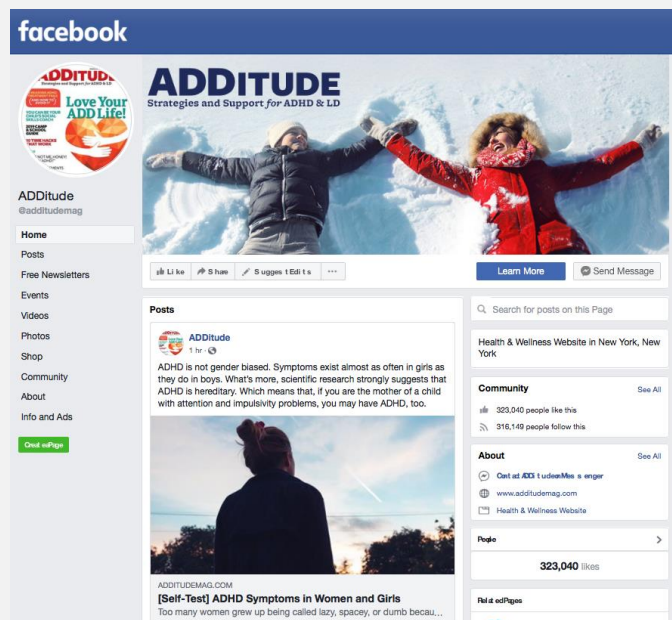
3,400,000 Facebook views



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

| Browse the ADDitude Forum | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|
| Home › Welcome to the ADDitude Forums | | |
| Forum | Topics | Posts |
| How to Use the ADDitude Forums | 8 | 67 |
| FAQ Welcome to the ADDitude Forums. You are not alone. Ask questions, get support from a community working together to share solutions. | 20 | 100 |
| For Parents The place for questions about discipline, positive parenting, health, organization, friendships, and more. Symptoms, Diagnosis & Beyond (41, 223) , Treating Your Child (96, 593) , Behavior & Discipline (73, 662) , Food, Nutrition & The Emotions of Health (14, 49) , Organizing Your Friendships & Activities (17, 100) , Teens & Young Adults (36, 319) | 416 | 3,336 |
| School & Learning Questions and answers about 504 Plans, IEPs, homework, classroom behavior, working memory, and more. 504 Plans, IEPs & Accommodations (20, 129) , Homework, Studying & Tests (9, 66) , Learning Challenges (9, 48) , Working with Teachers (8, 53) | 111 | 790 |
| For Adults | 764 | 5,346 |



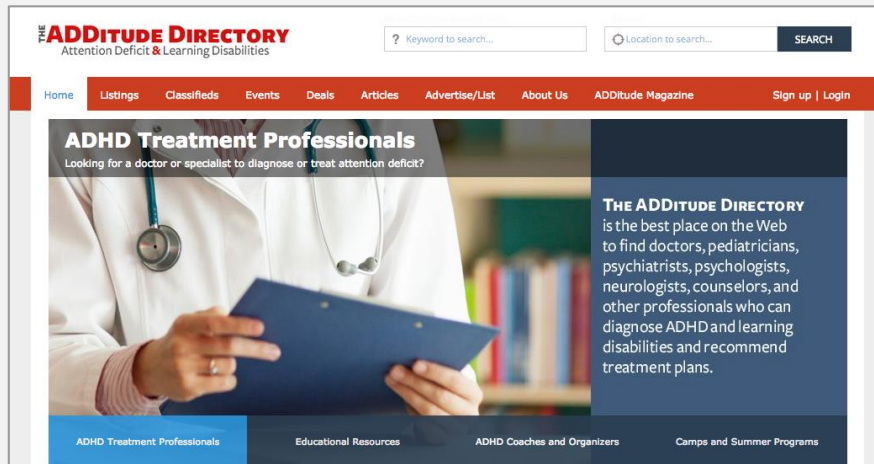
Robust site forum structure:

- 3,200 topics with 16,000+ comments
- 1.2M total pageviews in 2020

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

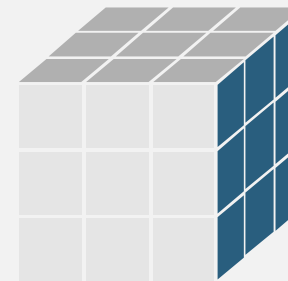
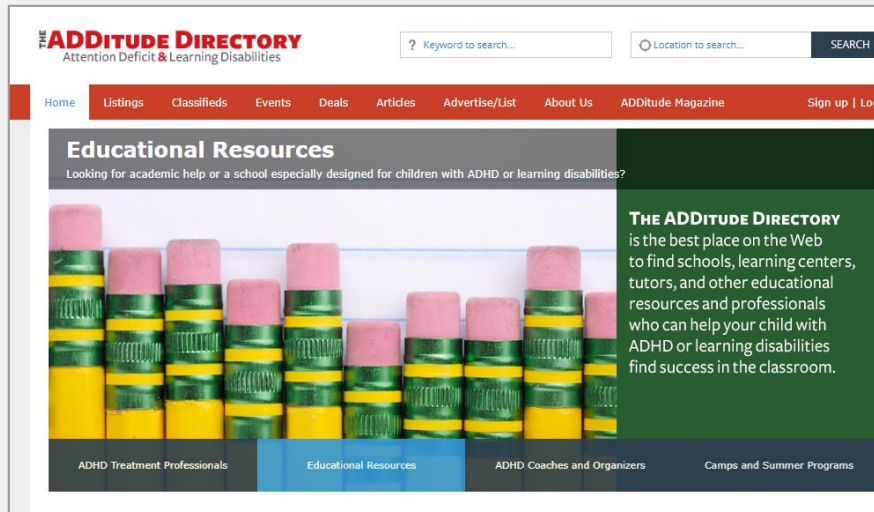


Directory: *ADDitude Directory* contains 1,550+ listings of ADHD professionals / resources and was consulted ~600K times in 2020



ADHD listings across the country, incl.

- Physicians / Clinics (985)
- Psychologists / Coaches (517)
- Camps / Schools (53)
- Services / Products (66)



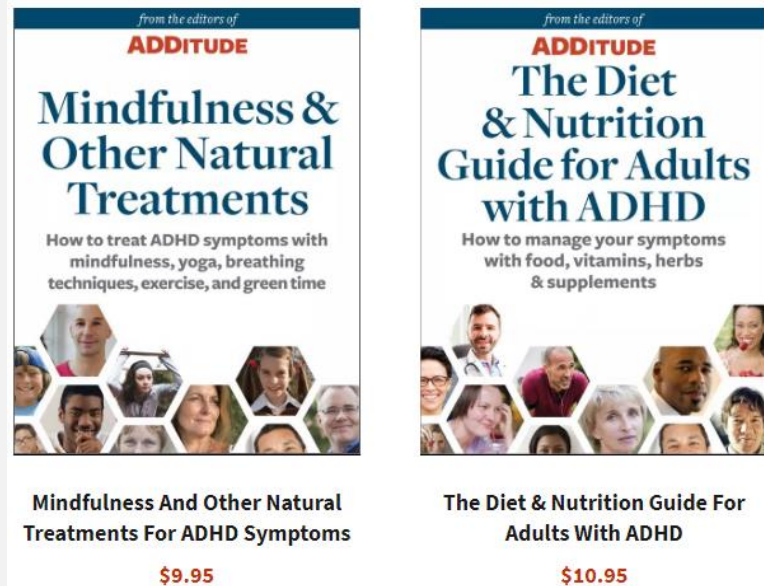
Multiple key dimensions of information

- Reviews
- Videos
- Maps
- Additional information



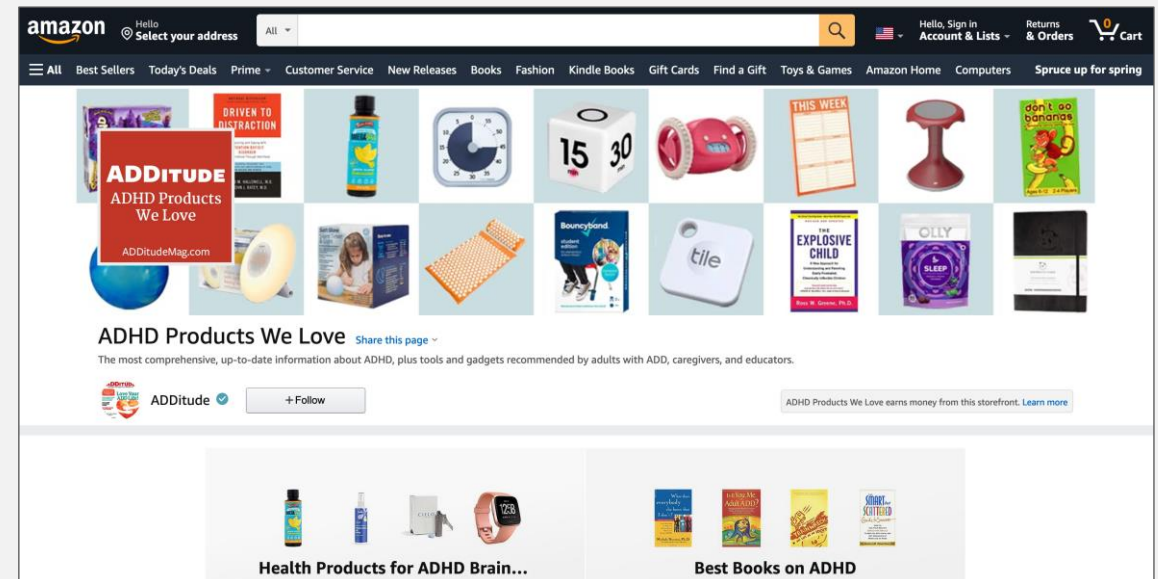
ECommerce: *The ADDitude Stores* offer a wide selection of eBooks along with a curated set of affiliate products

eBooks are created by the *ADDitude* editors - each offers an in-depth look at one critical topic



- ~25,000+ eBooks sold in 2020
- 29 eBooks in Kindle, PDF, and ePub formats

Launched dedicated Amazon store in 2020 to optimize affiliate product options



- 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



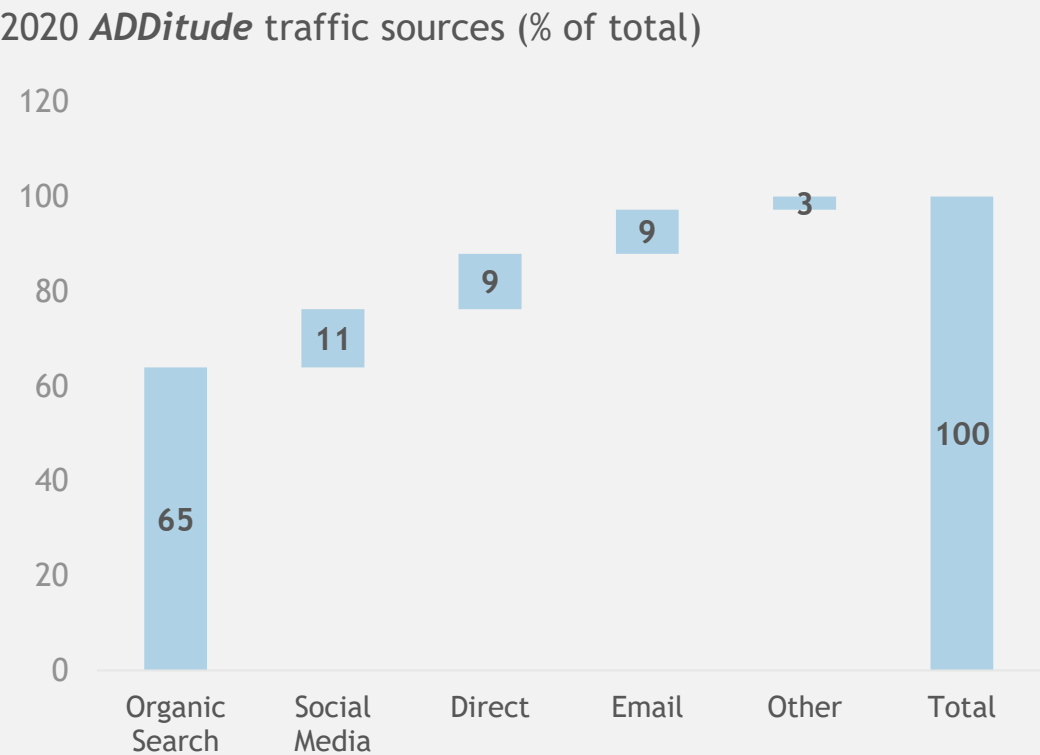
ADDitude's authority recognized by high Google rankings and results in strong organic search impressions

ADDitude's authoritative content earns 439,000 Google organic keywords driving rank and traffic



57,000 ADDitude keywords rank from 1 to 10 in Google algorithms

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





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.**



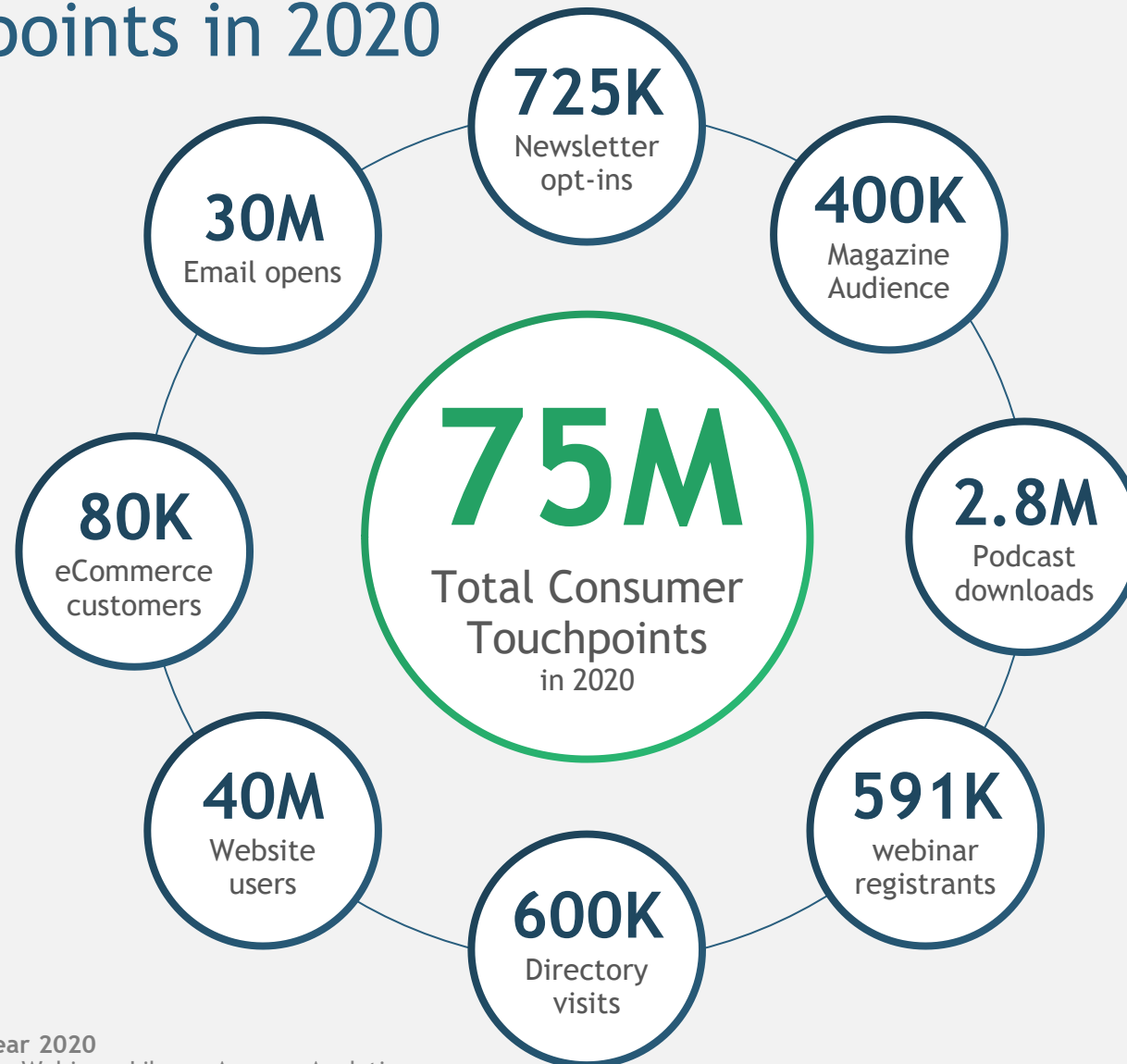
Roberto Olivardia,
Ph.D.
**Harvard Medical
School¹⁸**



Category Leader in Scale & Engagement



ADDitude dominates the ADHD category with 75M+ consumer engagement points in 2020



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