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.

Contact Us: advertising@additudemag.com • 630.720.1144
TRUSTED CONTENT AND A CARING VOICE
For more than 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 and inspiration.

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**: Positive Parenting; Sleep & Nutrition; Defiant and Oppositional Behavior; Friendship & Social Skills; Boosting Self-Esteem; Schedules & Routines; Keeping Kids Organized
- **Adult ADHD**: The Organized Life; Regulating Strong Emotions; Success on the Job; Diet, Exercise, & Sleep
- **ADHD Treatment**: Medications; Supplements; Treating Children
- **School & Learning Disabilities**: IEPs & 504 Plans; Homework & Study Skills; School Behavior & Social Life
- **ADHD Symptoms & Diagnosis**: ADHD Basics; Related Conditions; 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.**, a psychiatrist, is founder of the Hallowell Centers for Cognitive and Emotional Health, and co-author of the landmark book *Driven to Distraction*.
- **Ellen B. Littman, Ph.D.**, a clinical psychologist, is a pioneer in the study of gender differences in ADHD and co-author of *Understanding Girls 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.
- **Sharon Saline, Psy.D.**, is a clinical psychologist, international lecturer, and author of the award-winning book *What Your ADHD Child Wishes You Knew.*
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.

**WHO RELIES ON ADDitude?**

**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
     - This Sample Schedule May Save Your Sanity

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:
     - How ADHD Ignites Rejection Sensitive Dysphoria
     - Career Advice for Finding the Right Work with ADHD
     - 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.
**ADDITUDE DIGITAL ADVERTISING**

**ADDITUDEMAG.COM**
Average monthly users: 3 million  
Average monthly sessions: 4 million  
Average monthly page views: 5.9 million  
Organic Search: 60%  
Mobile: 71%

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

**WEBINARS & PODCASTS**
Presented weekly.  
Advertising and sponsorship via email, landing pages, and audio message

**NEWSLETTERS**
Delivered weekly to more than 850,000 opt-in subscribers on the following topics:
- Parenting ADHD Children 4x/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)  
- ADDitude for Professionals (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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**For Advertising Contact Tracy Kennedy**  
tracy@additude.com • 630-720-1144
**ADDitude NEWSLETTERS**

Targeted, Opt-in, Highly Responsive Audience

**TARGETED AUDIENCE:**
850,000 Opt-in Email Subscribers actively await information
40%+ average total open rate

**THEMED NEWSLETTERS**
targeted to specific audiences:
- Adult 4X/month to 500,000 subscribers
- Parenting 4X/month to 315,000 subscribers
- School 2X/month to 250,000 subscribers
- Treatment 2X/month to 355,000 subscribers
- Most Popular 4X/month to 200,000 subscribers
- Women with ADHD 2X/month 160,000
- Expert answers and information
- Featuring subjects of greatest interest
- News, reviews, blogs, hot topics

**HIGHLY RESPONSIVE AUDIENCE:**
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

**ADDITUDE NEWSLETTER**
For Professional and Educators
- For ADHD Professionals 80,000 opt-in emails
- For Educators 22,000 opt-in emails

Contact Tracy Kennedy for rates and customized advertising opportunities at 630-720-1144 or tracy@additude.com

Accepted file formats: JPEG, PNG, GIF
File size: 50 KB maximum
ADDitude NEWSLETTERS
for Professionals
Targeted, Opt-in, Highly Responsive Audience

FOR TREATMENT PROFESSIONALS
80,000 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
13,000 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
ADDitude ADHD Experts Webinars & Podcasts

Sponsor a weekly ADHD expert webinar and receive extensive brand promotion to an engaged ADHD audience

ADDitude’s weekly webinars include live, replay, and podcast formats

- Sponsor message included in all formats
- 1 to 1.5 million promotional emails with sponsor message precede the live webinar
- 8,000 to 30,000 registrations per webinar
- 40,000 downloads on average per podcast

Webinar sponsor’s marketing message reaches hundreds of thousands of ADHD families seeking information & guidance

Sponsor marketing messages appear:

- On registration and replay pages
- In email promotions sent 3-5 times before the live webinar
- In spoken message during the live webinar
- On all presentation slides
- In spoken message during the podcast version available through all podcast platforms

Contact Tracy Kennedy at 630-720-1144 or tracy@additudemag.com for rates and customized advertising programs.
ADDitude PRINT ADVERTISING SPECIFICATIONS

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<th>AD SIZE</th>
<th>DIMENSIONS</th>
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- ADDitude is printed on 50 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred format), InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs 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.
- 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

ADVERTISING DEADLINES

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

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