

ADDITUDE

Strategies and Support *for* ADHD & LD



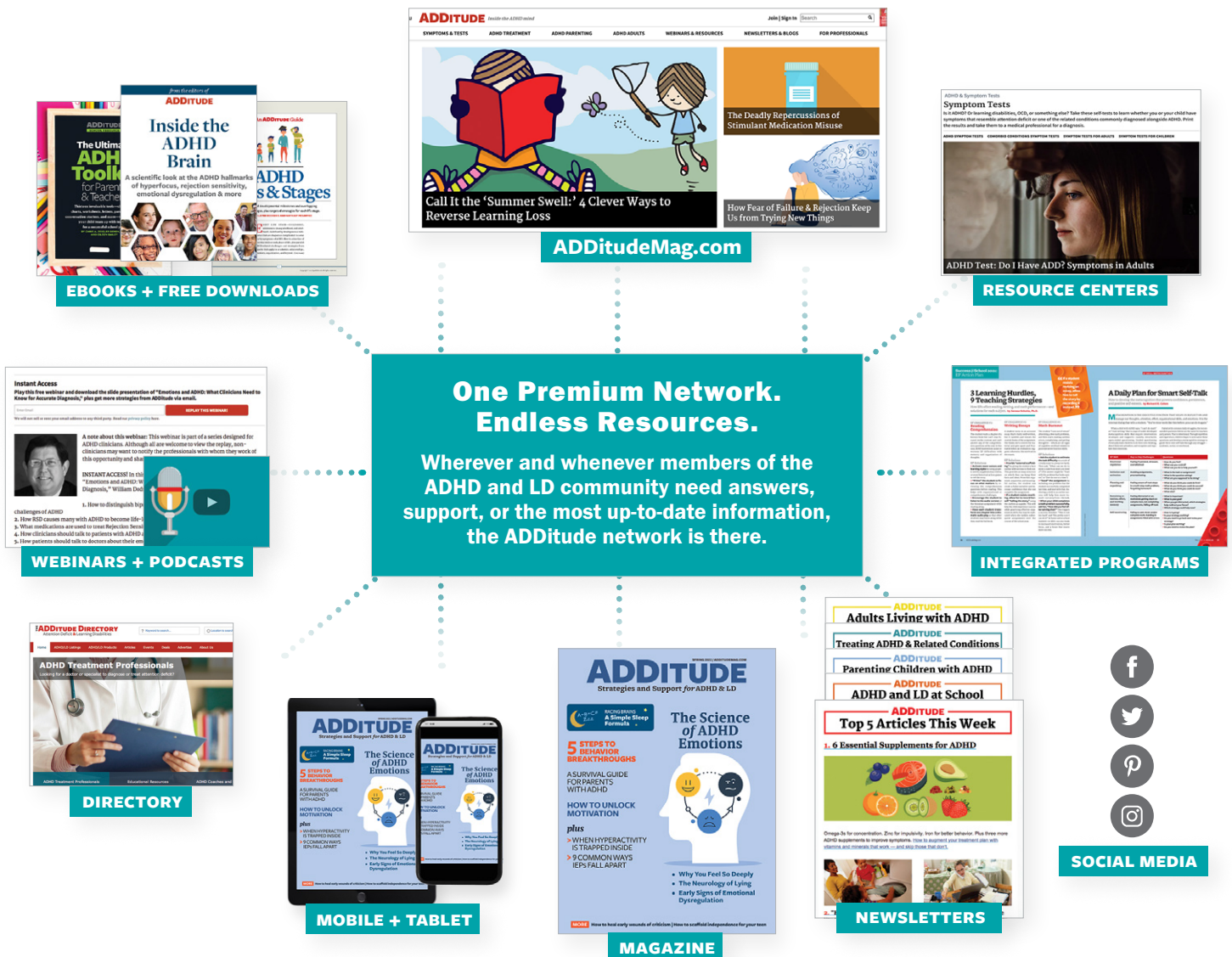
Media Kit 2024

ADDITUDE

Strategies and Support for ADHD & LD

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.



ADDITUDE

Strategies and Support for ADHD & LD



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*.



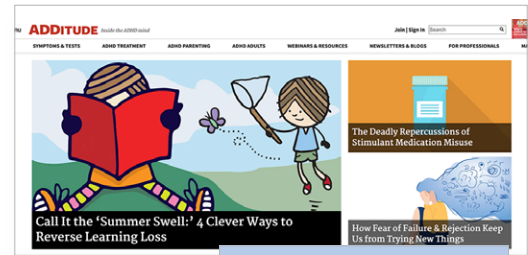
William Dodson, M.D., is a board-certified psychiatrist who specializes in adult ADHD. He is a Life Fellow of the American Psychiatric Association.



Sharon Saline, Psy.D., is a clinical psychologist, international lecturer, and author of the award-winning book *What Your ADHD Child Wishes You Knew*.

Q: WHO RELIES ON ADDITUDE?

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.



A: FOUR GROUPS RELY ON ADDITUDE



THE UNDIAGNOSED

"Is my diagnosis ADHD, LD, or something else?"

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



CAREGIVERS

"As a parent, how can I help my child thrive?"

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



ADHD ADULTS

"How can I live a better life with adult ADHD?"

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:

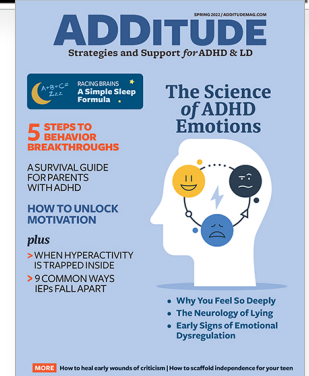
- How ADHD Ignites Rejection Sensitive Dysphoria
- Career Advice for Finding the Right Work with ADHD
- Organization Products ADD Adults Swear By



ADHD PROFESSIONALS

"Where can I find resources for my ADHD and LD clients?"

4 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

	Dimensions	HTML5 file Size / Initial File Load	Device	Z – Index	Serving Options
Medium Rectangle	300x250	200 KB	Desktop / Tablet / Mobile	0-4,999	Third Party
Small Rectangle	300x150	200 KB	Desktop / Tablet / Mobile	0-4,999	Third Party
Half Page	300x600	200 KB	Desktop / Mobile	0-4,999	Third Party
Leaderboard	728x90	200 KB	Desktop / Tablet	0-4,999	Third Party
Mobile Leaderboard	320x50	100 KB	Mobile	0-4,999	Third Party

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:

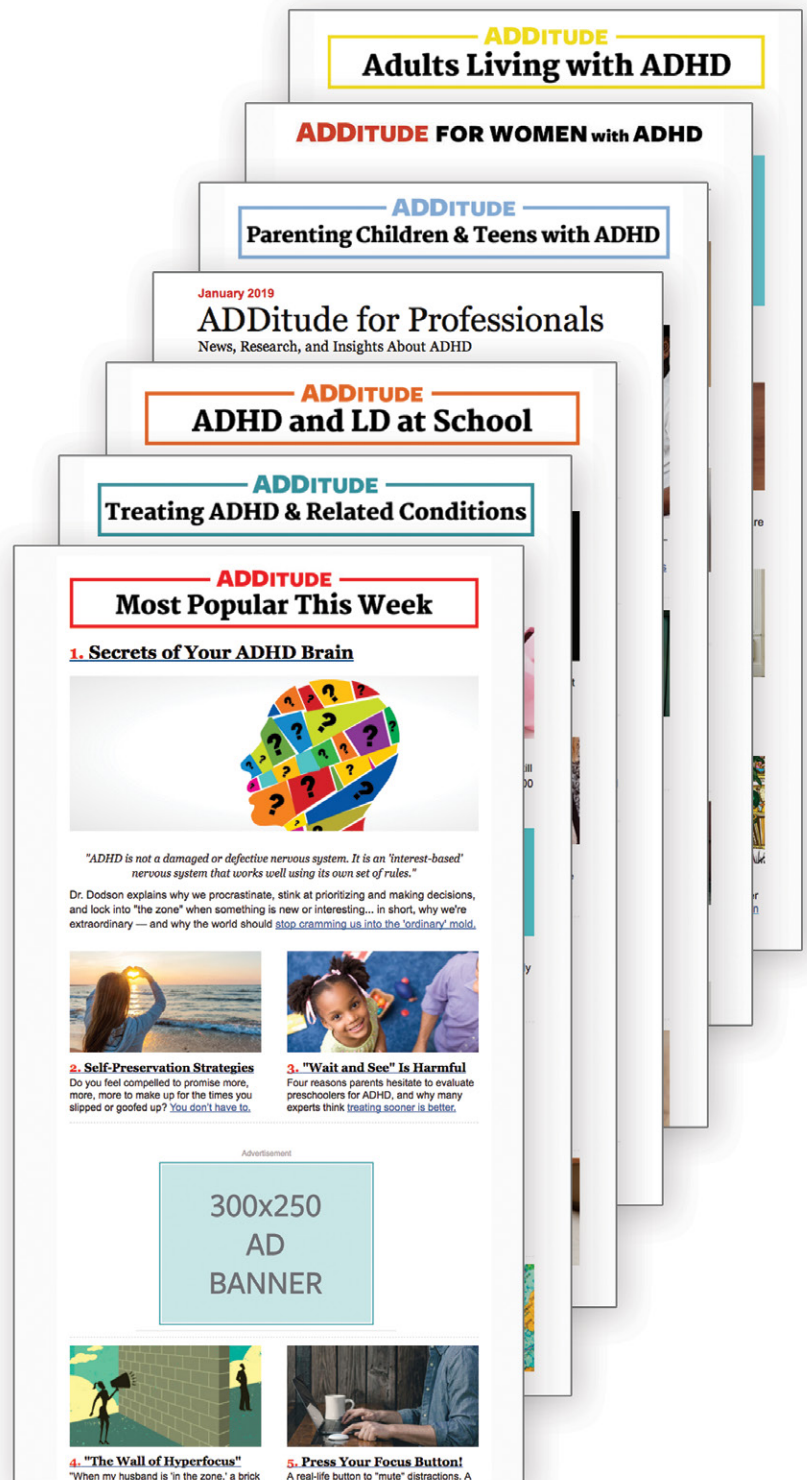
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

ADDITUDE NEWSLETTER For Professional and Educators

- **For ADHD Professionals** 80,000 opt-in emails
- **For Educators** 22,000 opt-in emails

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

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



ADDITUDE NEWSLETTERS for Professionals

Targeted, Opt-in,
Highly Responsive Audience

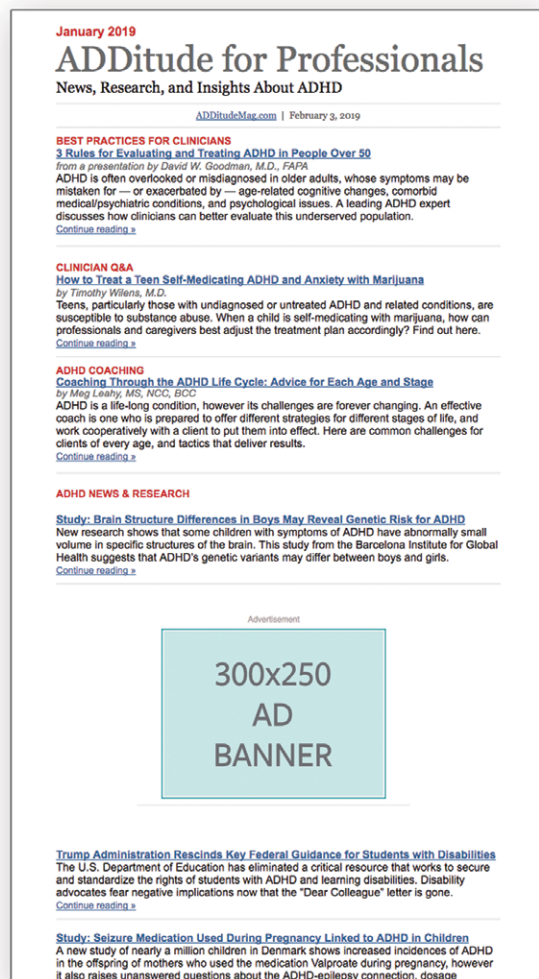
FOR TREATMENT PROFESSIONALS

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)



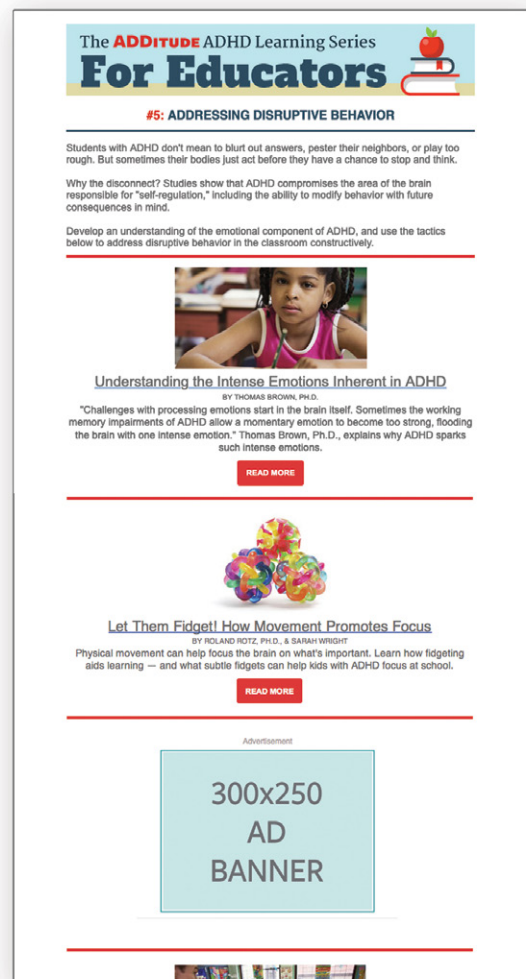
FOR EDUCATORS

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



Contact Tracy Kennedy for rates and customized advertising programs
tracy@additude.com • 630-720-1144



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 **1**
- In email promotions sent 3-5 times before the live webinar **2**
- In spoken message during the live webinar
- On all presentation slides **3**
- In spoken message during the podcast version available through all podcast platforms **4**

UPCOMING LIVE WEBINAR

Eat This, Not That: Healthy Eating Habits for a Healthier ADHD Brain

November 10 at 1pm ET

EXPERT
Roberto Olivardia, Ph.D.

Register now ▶

ADDITUDE Strategies and Support for ADHD & LD

Webinar & Podcasts

Eat This, Not That: Healthy Eating Habits for a Healthier ADHD Brain™ (Video Replay & Podcast #332)

Access the video replay, listen to the podcast episode (#332), download the slide presentation, and learn how to get a certificate of attendance for this ADDitude Experts webinar originally broadcast on November 10, 2020.

Video Replay & Slide Access

Enter your email address below to watch the video replay and download the slide presentation, plus get a certificate from ADDitude via email.

Episode Description

Healthy eating poses many challenges for people with ADHD. This is especially true during the pandemic, when so many are working or learning from home with easy access to the kitchen cabinets and refrigerator.

Research shows that **healthy eating** makes for a healthier ADHD brain. Since people with ADHD carry a higher risk for obesity, it is important for children and adults to incorporate mindful eating practices and **adult attention** into their everyday lives. A key component of managing ADHD symptoms is developing a positive relationship with food. Listen and learn from Roberto Olivardia, Ph.D., about:

- Why people with ADHD struggle to build and maintain healthy eating habits
- How ADHD is a risk factor for obesity
- The updated and downloadable guide
- Practical strategies for **supermarket shopping**, organizing food in the kitchen, and eating mindfully
- The importance of nutrition and nutrient-dense foods for a healthier brain
- Managing cravings, especially at night
- ADHD-friendly cooking tips and ideas

Meet the Expert Speaker

Roberto Olivardia, Ph.D., is a Clinical Psychologist and Clinical Instructor of Psychology at Harvard Medical School. He maintains a private psychotherapy practice in Lexington, Massachusetts, where he specializes in the treatment of attention deficit hyperactivity disorder (ADHD), executive functioning issues, and issues that have students with learning differences. A 5 Star expert's full bio is available on ADDitude.com.

Webinar Sponsor

accentrate™ is a dietary supplement that is specifically formulated to address the nutritional deficiencies known to be associated with ADHD. Accentrate™ contains the omega-3 fatty acids EPA and DHA in the phospholipid form, which has been shown to be the preferred carrier for better absorption. The Brain Ready™ formula is a complete, working formula that helps the body feel more energized, focused, and alert.

ADDitude has a special sponsor for supporting our webinars. Sponsorship has no influence on speaker selection or webinar content.

Follow ADDitude's full ADHD Experts Podcast in your preferred app:
Apple Podcasts | Google Podcasts | Spotify | Google Play | Podcasts | iHeartRadio | Stitcher

Video Replay & Slide Access

Enter your email address below to watch the video replay and download the slide presentation, plus get a certificate from ADDitude via email.

1

2

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4

Eat This, Not That: Healthy Eating Habits for a Healthier ADHD Brain

1

2

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ADDITUDE Strategies and Support for ADHD & LD

ADHD Experts Podcast

ADDITUDE

SUBSCRIBE

4.5 ★★★★★ 2014-2021
643 Ratings Mental Health

Leading ADHD experts give real-life answers to questions submitted by ADD adults and parents raising children with attention deficit disorder at more

Episodes

NOV 16, 2020
332- Eat This, Not That: Better Eating Habits for a Healthier ADHD Brain
Healthy eating can improve brain health, yet thi...
Details 1 hr 1 min

NOV 16, 2020
331- ADHD in Older Adults: From Late Diagnosis to Treatment Strategies

ADDITUDE **ADHD Experts** 332- Eat This, Not That: Be...

Listen Now Browse Library Search

Available through these and other podcast platforms:



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

ADDITUDE PRINT ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS	
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"	
1/2 page vertical	3.325" x 9.35"	
1/4 page	3.325" x 4.55"	
1/3 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), 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 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

Issue	Space Reservation Due	Ad Material Due	Publication Date
Spring 2024	11/07/2023	12/04/2023	2/06/2024
Summer 2024	2/27/2024	3/18/2024	5/07/2024
Fall 2024	5/28/2024	6/17/2024	8/06/2024
Winter 2024	8/27/2024	9/16/2024	11/05/2024

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

For Advertising Contact Tracy Kennedy tracy@additude.com • 630-720-1144