

2022 MEDIA KIT

Natural Medicine Journal (NMJ) is a cutting-edge electronic journal and website for integrative healthcare practitioners, students, faculty, and other professionals interested in the field of natural medicine. Readers of the journal and visitors to the site will find scientifically valid, clinically relevant information within the peer-reviewed monthly journal and online resources.

Each month, through free subscription, as a member of the AANP, or affiliation with our Community Partners, thousands of healthcare practitioners receive the peer-reviewed content of the *Natural Medicine Journal*.

40,000

(estimated)

NMJ subscribers, AANP members
& Community Partner Distribution

800,000

total impressions*

125,000

unique monthly visitors*

28,000

Facebook and Twitter
followers*

*July 2021

FOR INFORMATION ON ADVERTISING, CONTACT:

Shannon Gray

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WWW.NATURALMEDICINEJOURNAL.COM

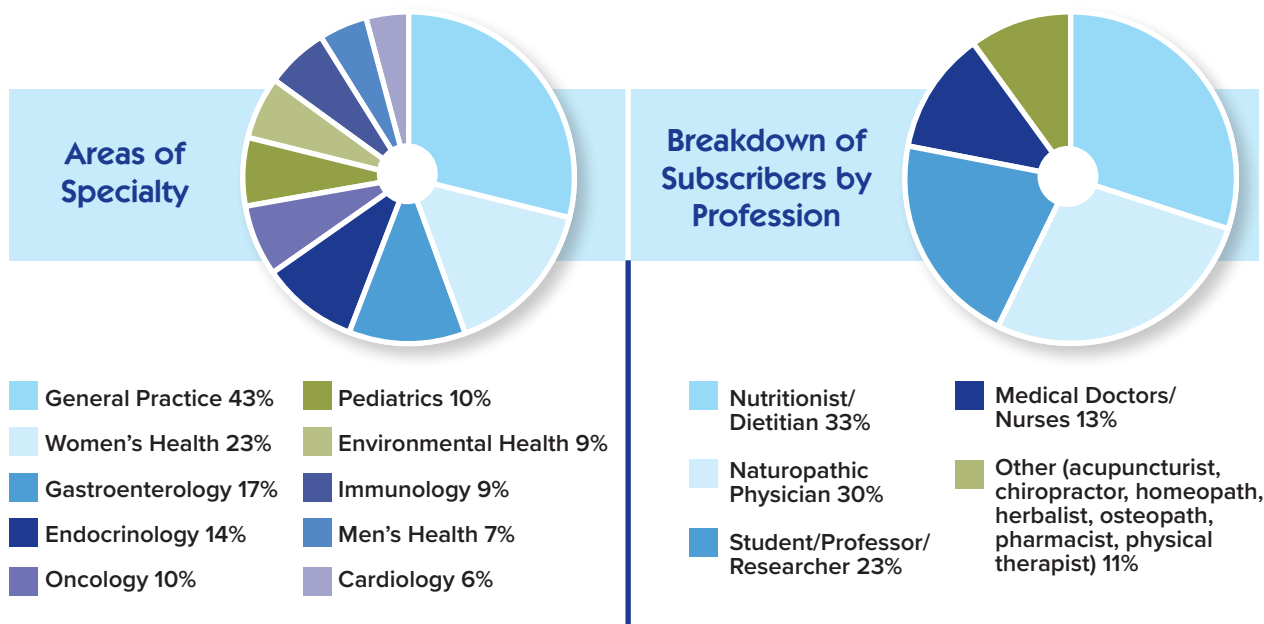
WHAT OUR SUBSCRIBERS ARE SAYING:

EXCELLENT ARTICLES and up to date information on natural products and treatments.

I really like that the articles are written by reputable people and are based on **SOLID RESEARCH**.
I feel like I can trust what I read.

Good information I can **PUT TO USE** in my practice.

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SUBSCRIBER INSIGHTS Results of our 2020 Subscriber Survey

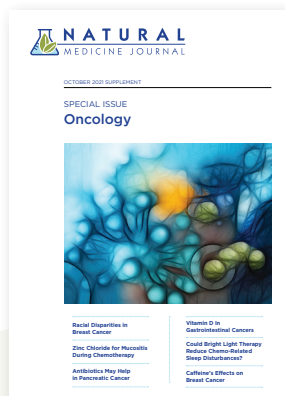
2 2022 Special Issues

In addition to our monthly online issues, we produce two special digital issues that focus on specific topics. These digital issues are emailed to all NMJ subscribers, all members of the AANP and our Community Partners. These special issues live on our website indefinitely at www.naturalmedicinejournal.com/special-issues.

2022 SPECIAL ISSUES

May 2022
October 2022

*Topics to
be determined*



These digital issues have the look and feel of print journals, with full- and half-page ads, but with all the benefits of digital. Our subscribers can click through to several different links from the ad. This unique opportunity enables you to drive our subscribers directly to special offers on your website, your Facebook and Twitter pages, research on your site, and more!

NET RATES: Full page \$2,500 • Half page \$2,000

(discounts available based on frequency & other advertising)



NATURAL MEDICINE JOURNAL

The official journal of the American Association of Naturopathic Physicians

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NMJ Key Partners

NMJ works with just six key partners each month. For a flat fee of \$2,300 per month (min. 6 month commitment), we work together to promote our partners in the following ways.

**Exclusive
Opportunity**

WEBSITE

360x100 banner on EVERY page of the site. In addition, partner receives a dedicated landing page on the site. The page includes company information, logo, website link, and video if desired.

EDITORIAL EMAIL EXPOSURE

360x100 banner in ALL editorial emails sent to NMJ subscribers, AANP members and Community Partners every month.

PRESS RELEASES

Unlimited posting of Press Releases on the News tab of the site. This section is promoted regularly to our social media audiences.

SOCIAL MEDIA SUPPORT

NMJ will share Facebook and Twitter posts by our Key Partners with our 27,000+ followers whenever possible. In addition, we will post notes of appreciation that link to our Key Partners' pages.

10% discount off all Special Issue rates and any additional banner advertising.



Email Lists

We will send YOUR email to our subscriber list (does not include the AANP list). As of August 2020 we have close to 25,000 NMJ subscribers who have opted-in to receive third party emails. Cost is \$3,500 per email.



Educational Webinar – \$6,000

NEW THIS YEAR Educational Webinars! You create and present the content and we will both host and promote your webinar event through Natural Medicine Journal. This is a new opportunity and we will offer only one sponsored webinar per month. The cost of \$6,000 includes the CE application.

WWW.NATURALMEDICINEJOURNAL.COM

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Banner Advertising

360 x 250

RIGHT RAIL (360 x 250)

- Top right-hand position on ALL pages of the site
- Two rotating spots available
- **COST \$1,900** per month; 3-month commitment required

BOTTOM HORIZONTAL (910 x 80)

- Appears on ALL pages of the website
- Two rotating spots available
- **COST \$1,200** per month; 3-month commitment required



910 x 80



Sponsored Podcasts

Each issue, we have ONE sponsored podcast in which we interview your expert on a topic of your choice, and create an engaging podcast in a Q&A format for our listeners. The audio podcast is a great way to educate busy practitioners on cutting-edge research in the field of natural medicine.

Here's an example of one of our podcasts — <https://apple.co/3gcEzK9>

- Total cost \$4,000 which includes CE application
- Podcasts live on our site indefinitely and are also available for download on Radio, Amazon Music and Pandora.
- Average downloads from NMJ iTunes page are over 1,000 per podcast and over 4,000 pageviews on our website.
- **NOTE:** Since we only allow one sponsored podcast per issue they sell out quickly!

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