



NATURAL

MEDICINE JOURNAL

The official journal of the American Association of Naturopathic Physicians

2020 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*.

29,000
subscribers

550,000
monthly impressions

85,000
unique monthly visitors

25,000
Facebook and Twitter
followers

FOR INFORMATION ON ADVERTISING, CONTACT

Kathi Magee | Kathi@impacthealthmedia.com | (920) 412-1313



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.



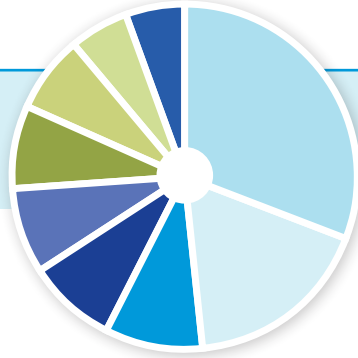
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Areas of Specialty



General Practice 51%	Men's Health 13%
Women's Health 29%	Environmental Health 12%
Immunology 15%	Pediatrics 9%
Endocrinology 14%	Cardiology 9%
Oncology 13%	

Breakdown of Subscribers by Profession



Naturopath 36%	Medical Doctor 10%
Nutritionist/Dietician 21%	Other (acupuncturist, chiropractor, homeopath, herbalist, osteopath, pharmacist, physical therapist) 9%
Student/Professor/Researcher 14%	
Nurse 10%	

SUBSCRIBER INSIGHTS Results of our 2019 Subscriber Survey

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2020 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 29,000 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.

2020 SPECIAL ISSUES

Gastrointestinal Health
May 20

Oncology
October 21



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)



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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 25,000+ 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 2019 we have over 21,000 NMJ subscribers who have opted-in to receive third party emails. We only allow ONE sponsored email each month so our list is not overused and we have very few unsubscribes. Cost is \$2,500 per email.

CE Programs



naturopathic CE
approved

NMJ offers 2 opportunities for manufacturers to sponsor CE-accredited programs. Our sponsored podcasts offer .5 CE credit and our NMJ Research Guides offer 1 full CE credit for Naturopaths.

The fee to sponsor either of these programs is \$1,995 which covers the creation of the goals and objectives, submission to the Oregon Board of Naturopathic Medicine, creation of the test questions and answers and setting the program up on the NMJ site, as well as covering an educational grant provided by the sponsor for our readers to take the test free. This fee does not include the cost to create the sponsored podcast or the research guide.

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Banner Advertising

RIGHT RAIL (360 x 250)

- Top right-hand position on ALL pages of the site
- Two rotating spots available
- Cost \$1,600 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

360 X 250



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 — <http://bit.ly/2KBNKTU>

- Total cost \$2,800
- Podcasts live on our site indefinitely and are also available for download on iTunes.
- 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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