

PTSDJournal

Not All Wounds Are Visible

Media Kit | 2014-2015

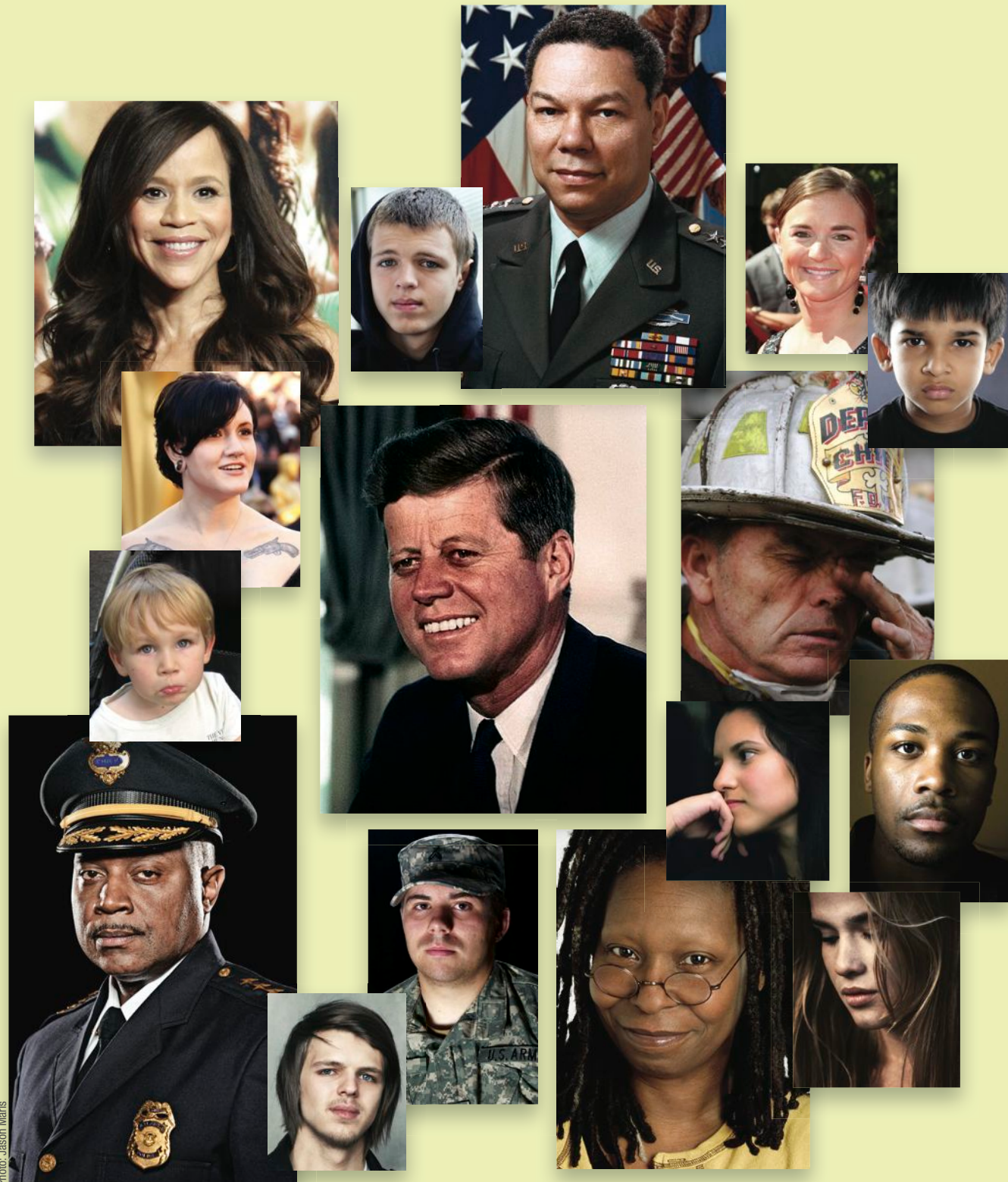


Photo: Jason Maris

PTSDJournal

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EDITORIAL MISSION

PTSDJournal is dedicated to improving the quality of life for Post Traumatic Stress Disorder sufferers and their loved ones. Each issue will deliver in-depth research articles, personal narratives and alternate solutions that highlight the causes of PTSD and the keys to recovery. PTSDJournal will advocate for the PTSD community, focusing on early intervention, diagnosis, treatment, and awareness initiatives. Every issue will provide physicians, scientists, doctors, patients and families an outlet for PTSD awareness and educate the PTSD community and the general population about how to live with PTSD and where to get help.

AUDIENCE

- Men and women 25–55 years old
- Well-informed psychiatrists, psychologists, and other health-care professionals
- Those affected by PTSD

CIRCULATION: 300,000

PTSDJournal will be distributed nationally to mental health professionals, hospital networks, Veterans of Foreign Wars (VFW's), Veterans Administration (VA) hospitals and research institutes, branches of the military, doctor's offices as well as police and fire headquarters. Concurrently, there will be an opportunity to build a subscription based circulation as PTSD patients and their families and friends become familiar with the periodical and readership increases.

READERS

While Veterans from all branches of the military are often identified as PTSD sufferers, research shows that no demographic group is immune. PTSD has been diagnosed in children who have been bullied or witnessed acts of violence, women who suffered sexual assaults or are victims of domestic abuse, first responders, addicts, and survivors of traumatic events. PTSDJournal will explore the challenges, experiences and victories that are faced by this growing sector.

SERVICE

The PTSDJournal audience will benefit from the magazine serving as a curator of informative content provided by physicians and scientists in the medical community involved in research and diagnosis of PTSD. Currently, there is no single source of information to learn about PTSD. Many outlets provide material regarding PTSD, but none offer evidence nor data geared toward the PTSD community.

STATISTICS

- 220 million Americans have suffered at least one traumatic event
- 30 million Americans have been diagnosed with PTSD
- 50 percent of outpatient mental-health patients have PTSD
- 33 percent of children who witness violence suffer from PTSD
- 30 percent of children who have survived disasters suffer from PTSD
- 20 percent of servicemen returning from Iraq and Afghanistan have been diagnosed with PTSD

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Sell Sheet

Why advertise in PTSDJournal?

PTSDJournal shines a light on the awareness, diagnosis and treatment of a disorder affecting more than 30 million Americans, their families, and loved ones. This lifestyle publication is a service-driven resource, full of personal stories promoting treatment and informed views from medical professionals.

PTSDJournal serves as a curator of information, raising awareness for this largely misunderstood and often undiagnosed disorder.

PTSD affects men, women, and children everywhere. PTSDJournal's content will help restore health to millions, many of whom still don't believe they can discuss their battle.

Advertise with PTSDJournal and support the only periodical exclusively geared to an audience of mothers, fathers, families, corporate leaders and the many soldiers who have served our country.

PTSDJournal's mission is to serve and educate those impacted by the disorder. To give back to families and victims affected by PTSD, 10 percent of net profits will be used to start a college scholarship fund (please contact us for details).

Why is PTSDJournal important? Because *Not All Wounds Are Visible*.

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Editorial Calendar

MARCH 2015 -- FACES OF PTSD ISSUE

Increasing awareness of PTSD and its impact on the general population is at the heart of this issue. PTSD is closely associated to the military, many ordinary citizens are unaware they may have the condition.

Here is our working feature lineup:

- **DR. PHIL'S ADVICE:** Noted TV personality Dr. Phil McGraw provides advice on PTSD, how to notice triggers, where to get help and why this disorder deserves more attention. (Sidebar: www.doctorondemand.com -- website people can go to for immediate diagnosis. Dr. Phil is associated and a backer.)
- **FACES OF PTSD:** Feature package will lead off with Rosie Perez. The View co-host revealed in her autobiography she has PTSD. We will get Ms. Perez to tell us how it happened and why it changed her life. Faces of PTSD narrative will be on the many American citizens from first responders, teachers and army veterans who are dealing with the illness. This will connect with Perez feature to show PTSD does not discriminate. It touches celebrities and ordinary citizens.
- **AFTER LIFE:** Bill and Debbie Streiter's two children were killed in a car accident at the hands of a drunk driver. The tragedy affected Mrs. Streiter so much they had to reconstruct their family room, kitchen and basement. Bill Streiter has also felt pain by seeing his wife deteriorate. But treatment and love has Mrs. Streiter coping with the tragedy.
- **SANDY HOOK PROMISE:** The Sandy Hook Elementary school shooting in Newtown started a new discussion on gun control and adolescent children dealing with disorders. Sandy Hook Promise was created off the tragedy by two individual parents who each lost a child in the shooting. The organization has taken on multiple causes and continues to fight for multiple causes to support its efforts to prevent senseless.
- **URBAN IMPACT:** Research shows children living in urban settings are more likely to suffer from PTSD than a veteran returning from Iraq or Afghanistan. Stanford University doctors did research its impact on a school district in East Palo Alto, finding that many students diagnosed with ADD or ADHD were in fact suffering from PTSD. The treatments are completely different and after realizing the difference, there was a huge improvement in the daily lives of the young students who participated in the study.
- **DEPARTMENT:** Front and Back of the book sections of each issue will show how members of the Military and ordinary citizens are coping and dealing with PTSD. The Army veteran who realized hiking the Appalachian Trail helped him return to civilian life. The Seattle VA hospital that started a Fly Fishing program for its patients to the substance abuse camp in Tennessee that realized it needed to start a PTSD program because many of its new patients were showing signs of PTSD. Who knew that riding horses could be therapeutic for someone suffering from PTSD? These sections will provide advice on how to cope with PTSD and updates on the latest research and medicine.

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Editorial Calendar *(continued)*

JUNE 2015 ISSUE --MILITARY ISSUE

June is Military Month and the VA recognizes it as PTSD Awareness Month. We will highlight the governments' work and focus on the military. Stories will consists of profiles on active and retired military members. We will highlights groups like The Military Wives Club, a set of spouses who support one another while their husbands are off to war. The Dover Team will tell the story of the personnel at Dover Air Force Base and the meticulous schedule and work they put in to make sure our fallen heroes route to their final resting place is dignified and honorable. Major League Baseball honors the military the entire month of June. We will get Bud Selig to tell us how this initiative came about. Noted actor Gary Sinise is a huge supporter of the USO. Sinise is going to describe his relationship with the USO and how he supports troops. We are also going to look at the VA Hospitals and hopefully tell a story on how the organization has learned from its mistakes and is back on track providing our troops with the necessary support and medical attention they need. The highlight of the issue will be on Walter Reed Medical Center.

OCTOBER/NOVEMBER 2015 -- THE COMEBACK ISSUE

Timed to band the distance between Katrina, 9/11, Veterans Day and the Sandy Hook shooting. We will attempt to find stories behind American tragedies that can be considered a trigger for PTSD. We will feature a timeline of events such as The Manson Murders. The Jim Jones Jonestown Massacre, Son of Sam, Columbine shooting, Oklahoma City bombing, Virginia Tech shooting, Katrina and Sandy Hook. The hook will be we are going to find a survivor from each tragedy and tell how they were able to come out strong and still be productive citizens. This is not going to be an issue about tragedies as much as it will be about survival, toughness and hope.

FEBRUARY 2016 – HOLLYWOOD and ENTERTAINMENT ISSUE

We will explore the entertainment industry and PTSD. How has Liam Neeson dealt with losing his wife after a skiing accident? The impact Robin Williams's death has on his family? Fast and Furious actor Paul Walker's untimely death. Death is not the only trigger. How do actresses and models deal with having to maintain a young look or certain sizes?

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Rate Card

PC4B

8 1/4" x 11 1/8"

Full Page (non bleed)

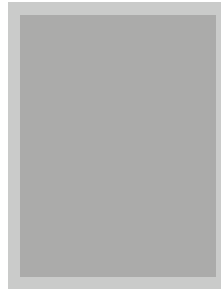
6 7/8" x 9 7/8"

4 color

\$15,000

2x \$14,250

4x \$13,500



1/3 PC4B Vertical

2 1/4" x 9 7/8"

1/3 PC4B Square

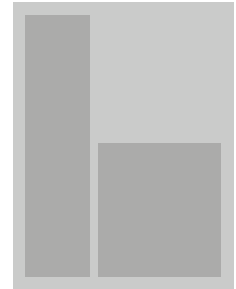
4 1/2" x 4 7/8"

4 color

\$7,000

2x \$6,000

4x \$5,000



1/2 PC4B

6 7/8" x 4 7/8"

Half Page Vertical

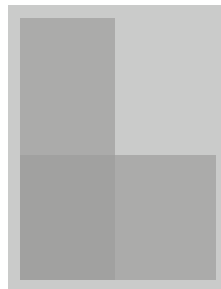
3 3/8" x 9 7/8"

4 color

\$9,000

2x \$8,000

4x \$7,000



1/4 PC4B Vertical

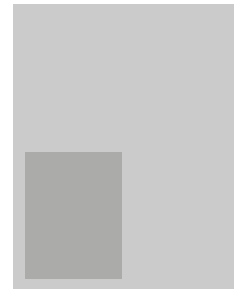
3 3/8" x 4 7/8"

4 color

\$6,000

2x \$5,000

4x \$4,000

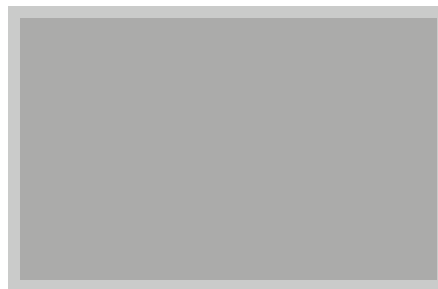


SP4CB

16 1/4" x 11 1/8"

SP4CB (non bleed)

15" x 9 7/8"



SP4CB (Branded content): \$25,000 | SP4CB: \$20,000

Covers: C2: \$16,500 | C3: \$15,750 | C4: \$17,250

B/W prices are available upon request.

Deadlines

Advertising Close

November 13 | February 27 | May 18 | August 8

For advertising information please call your sales representative or contact Victor Nichols:

Phone: 862.216.0579 | Email: vnichols@ptsdjournal.com | Fax: 973.763.1279

Address: 71 Midland Blvd, Maplewood, NJ 07040

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Advertising Specifications

Contract and Copy Regulations

All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment. The publisher reserves the right to add the word "Advertisement" or "Special Advertising Section" on ads which in the publishers opinion, resemble editorial matter.

Cancellations

All cancellations must be made in writing. No cancellation will be accepted after the closing date.

Creative Services

As a service to advertisers, DMC PTSD Journal, LLC will provide copy, layout and design, typesetting and production work (materials must be submitted 4 weeks prior to space closing date) at a reasonable rate. All ads created by DMC PTSD Journal, LLC must have signed approval by the client before going to press. The advertiser is allowed one round of revisions without incurring additional charges.

Shipping Instructions

All insertion orders, advertising artwork, collateral material and packages should be sent to:

DMC PTSD Journal, LLC

71 Midland Blvd, Maplewood, NJ 07040

Tel: 862.216.0579 vnichols@ptsdjournal.com

Furnished Materials

Publication Specs

Trim size is 8¼" x 11½". A minimum bleed of ⅛". In ads that bleed, copy must be at least ¼" from trim.

Electronic Media

Mac or PC; flash drive, CDs, email (if file is less than 10 MB)

File Formats

CMYK or B/W, no spot color; EPS (with fonts converted to outlines); PDF (press optimized with fonts embedded). Proof must accompany disk or be faxed and simultaneously emailed. Publisher and printer are not responsible for missing fonts or errors in keying.

Return of Materials

Artwork, photographs and other materials will be returned upon written request only. Publisher assumes no responsibility for material not requested for one year after the date of publication, at which time said material will be destroyed.

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Insertion Order

Advertiser Name

Billing Address

City State Zip

Contact Person

Phone

Ad Size (See rate card)

Rate

Position Request

Authorization Signature Date

Send Advertising Materials to:

Production Manager
DMC PTSD Journal, LLC
71 Midland Blvd
Maplewood, NJ 07040
or email vnichols@ptsdjournal.com

Materials

Please fax insertion order to Victor Nichols at 973.763.1279

The insertion order is binding unless advertising is cancelled by the reservation closing date. Covers are non cancelable.

Credit Card Information

Card Member

Card#

Card Type: *Visa* *MC* *AMEX*

Expiration Date: *CVV#*

Authorized Signature:

Amount to charge: \$
