

# Brain&Life

NEUROLOGY FOR EVERYDAY LIVING

500,000

Total Subscribers

2,094,069

Neurology Specialty Average Monthly Visits

## Format

Print and Online

## Website URL

<https://BrainandLife.org>

## Audience

Caregivers and patients with neurological conditions, including multiple sclerosis, Alzheimer’s disease and dementia, epilepsy, concussion, Parkinson’s disease and movement disorders, neuropathy, sleep disorders, migraines and many more.

## Content Focus

*Brain & Life*®, the American Academy of Neurology's award-winning magazine, promotes brain health and informs patients and caregivers on a range of neurologic disorders, including multiple sclerosis, migraine, epilepsy, Parkinson's disease, neuropathic pain, stroke, Alzheimer's disease. Each issue features accessible and relevant articles that have been carefully reviewed by expert neurologists. Coverage includes the basics on neurologic conditions, medication and therapies, wellness and prevention, managing the cost of care, the latest research, and inspiring stories about people living with neurologic conditions.

## Organizational Affiliation

American Academy of Neurology

## Editor-in-Chief

Orly Avitzur, MD, MBA, FAAN

## Frequency

6 issues a year

## Advertising Guidelines

Subject to approval by Editor-in-Chief and AAN. [Uniform Guidelines for Advertisements in AAN Publications](#) apply. **New copy must be received by the Publisher two weeks before closing date.**

## Distribution



	US	ROW	TOTAL
Total Subscribers	500,000	0	500,000

Print Circulation	500,000	0	500,000
Online-Only Circulation	0	0	0

## Digital Audience Engagement

	US	ROW	TOTAL
Neurology Specialty Average Monthly Visits	929,976	1,164,093	2,094,069
Neurology Specialty Average Monthly Page Views	1,328,300	1,917,649	3,245,949

*Did you know?* 64.5% of subscribers report that 2 or more people read their copy of *Brain & Life*

## Digital Advertising

### Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our targeting solutions can help you reach your ideal audience.

### Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure. Our “New Issue” eTOC is emailed to 400,000 recipients offering a synopsis and links to the articles within the issue of *Brain & Life*.

### Condition-Specific Enewsletters

Our weekly condition-specific e-newsletter is sent up to 286,185 opt-in subscribers, quantity based on condition.

## Premium Sponsorship

### Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

### Brain & Life Podcast

This podcast is dedicated to exploring the intersection of brain health and neurologic disease. Each week neurologist hosts Dr. Daniel Correa and Dr. Katy Peters speak with neurology experts, celebrity advocates, and people whose lives are affected by brain conditions to educate and inspire you to maintain a healthy brain and a healthy you. A brief 15 second audio ad read by the podcast host at the beginning of the episode.

### Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal’s home page. Advertiser provides video asset.

### Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

### Point-of-Care Solutions

Integrate your brand into the patient’s exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

## Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

## Journal Advertising

### Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

### Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

### Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

## Run of Book Rates

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[Download the Enhanced 2024 Media Kit →](#)

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Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$67,955	\$61,695	\$44,190	\$37,930
6 x	\$66,105	\$59,845	\$43,055	\$36,795
12 x	\$64,310	\$58,050	\$41,955	\$35,695
24 x	\$62,570	\$56,310	\$40,885	\$34,625
48 x	\$60,885	\$54,625	\$39,850	\$33,590
96 x	\$59,250	\$52,990	\$38,845	\$32,585

### Cover and Preferred Position Rates

**Cover 2:** 35% premium off earned B/W (PI) rate

**Cover 3:** 25% of earned B/W (PI) page rate

**Cover 4:** 50% premium off earned B/W (PI) rate

**Other Preferred Positions:** 25% of earned B/W (PI) page rate

### Insert Rates

**2-page:** 2.5 times earned B/W (PI) page rate

**4-page:** 4.5 times earned B/W (PI) page rate

**8-page:** 8.5 times earned B/W (PI) page rate

### Disease Awareness Program Sponsorship

Contact your Sales Representative for details.

### Agency Commission

15% agency discount should be applied. All prices shown as gross.

# Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

# Reprints Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

## Closing Dates

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
<b>Feb/Mar</b>	12/20/2023	1/3/2024	1/2/2024	2/1/2024
<b>Apr/May</b>	2/26/2024	3/7/2024	3/6/2024	4/4/2024
<b>June/July</b>	4/26/2024	5/8/2024	5/7/2024	6/6/2024
<b>Aug/Sept</b>	6/21/2024	7/3/2024	7/2/2024	8/1/2024
<b>Oct/Nov</b>	8/23/2024	9/5/2024	9/4/2024	10/3/2024
<b>Dec/Jan</b>	10/24/2024	11/5/2024	11/4/2024	12/5/2024

To inquire about extension dates, please contact your Sales Representative.

# Online Specifications

[Download Online Advertising Specs](#)

# Print Specifications

## Type of Binding

Saddle Stitched

## Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

## Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size	
	Width		Height	Width	Height
Full page spread:		x		16 3/4"	11 1/8"
Full page:	7"	x	10"	8 3/8"	11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	5 9/16"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	11 1/8"
1/3 page vertical:	2 1/8"	x	10"		x
1/3 page square:	4 1/2"	x	4 3/4"		x
1/4 page:	3 1/2"	x	5"		x

## Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up.

Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

## Insert Requirements

**Acceptance:** Sample of insert must be submitted to Advertising Coordinator for approval.

**Availability:** Consult Production Associate for insert specifications and quantity.

**Packing Instructions:** Carton packing preferred with quantity, publication and issue clearly indicated.

**Shipping Address:** Quad Receiving, N11896 Hwy. 175, Lomira, WI 53048, phone: 920-269-4700

## Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

## Cover Tips

Specifications: 8.125" wide x 4" high. Safety: Allow 1/4" from trim on all sides. Paper stock: 80# or 100# gloss text. Jogs: to foot. A sample of insert must be sent to the Advertising Coordinator for approval 3 weeks prior to the insert due date.

## Advertising Representative (U.S.)

**Name:** Alyssa Gorman

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## Advertising Representative (U.S.)

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## Advertising Representative (U.S.)

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## Reprints Representative (U.S.)

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## Reprints Representative (Europe)

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