NeurologyToday®

25,608

Total Subscribers

1,397,245

Neurology Specialty Average Monthly Visits

Format

Print and Online

A Gene Variant Pushes Back Autosomal Dominant Alzheimer's Disease by Decades

NeurologyToday

Exposure to Contaminated Water Is Associated With Increased Risk for Parkinson's Disease Among Veterans Once Stationed at Camp Lejeune

First Antipsychotic Is Approved for Agitation in Patients with Dementia

Is This the Best (Only) Option for Treatment?

Navigating the Ethical Issues Around Artificial Intelligence

Website

http://NeurologyToday.com/

Specialty

Neurology

Audience

Neurologists, neuroscientists, neurology advanced practice providers, and those supporting care for patients with neurologic disorders.

Content Focus

Neurology Today®, the official news source of the American Academy of Neurology, is an award-winning publication that provides neurologists with critical and independent analysis of clinical and translational research developments in neurology. The publication also features legislative and health policy issues, medico-legal and professionalism concerns, specialty and subspecialty trends and controversies, and comprehensive reports from medical meetings.

Organizational Affiliation

American Academy of Neurology

Editor-in-Chief

Joseph E. Safdieh, MD, FAAN

Frequency

24 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	20,517	5,091	25,608
Print Circulation	17,062	4,453	21,515
Online-Only Circulation	3,455	638	4,093

Digital Audience Engagement

	US	ROW	TOTAL
Neurology Specialty Average Monthly Visits	679,182	718,063	1,397,245
Neurology Specialty Average Monthly Page Views	938,624	1,108,960	2,047,584

Digital Advertising

Website Banners

Run of site, targeted and high-value interstitial banners place your message alongside content on highly visited neurology websites. Ask about how our audience targeting solutions can help you reach your ideal HCP

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.

Enewsletters

Enewsletters capitalize on quality trusted AAN content and offers an efficient way to market your brand as a sponsor of the qualified, opt-in audience of neurologists. Choose from a number of neurologic conditions.

- AAN Branded Spotlight (Any condition, topic)
- AAN eNews
- AAN Resident Spotlight

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

AAN Conference Coverage: Neurology Today at The Meeting (NTATM)

Neurology Today, the #1 neurology news magazine, provides expert, peer-reviewed conference coverage on the latest clinical research presented during key neurology meetings including AAN, AAIC, ECTRIMS-ACTRIMS, CNS, AES, ISC and others. Reach AAN member audience with 100% SOV. Sponsorship includes 6-month banner roadblock on *Neurology Today* meeting page. **New** AAN Annual Meeting Highlights hons in on migraine, movement disorders, epilepsy or MS providing condition specific highlights for sponsors to align with.

Wolters Kluwer Conference Coverage

Wolters Kluwer collaborates with our experienced medical writers attending specialty and sub-specialty meetings to provide summaries on session highlights. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Reach incremental aligned audiences including, NP/PA, internal medicine, family medicine and more. Summaries are hosted online roadblocked with client banner ads at 100% SOV. List match capabilities.

AAN Resource Center Sponsorship: Essential Resources

Condition specific sponsorship of the AAN's highly trusted multi-media content libraries. Sponsorship includes banners or citation of unrestricted grant. AAN content includes peer reviewed research articles, contemporary issues in practice, infographics, podcasts, blog posts and more in ONE place available

for sponsorship at 100% SOV. Multi-media drivers direct HCPs to content and can be list matched.

Branded Resource Center: Essential Resources

Align with the AAN's trusted content with a multi-media resource center. Custom curated by condition or topic, Essential Resources provides in one place, dynamic content influencing treatment protocol. Includes AAN peer-reviewed research, articles, blog posts, videos, infographics, quizzes and more. Sponsorship includes custom developed drivers to guarantee visits and utilization.

Resource Centers

Custom-developed therapeutic specific microsite addressing target HCP's and/or patients' needs for the most current information on disease states, procedures, and effective treatments or to drive education during awareness months such as stroke, MS, brain injury, Parkinson's, and epilepsy. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

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.

Podcasts

Podcasts are an increasingly popular way to reach neurologists while they are learning about the latest news and trends in their industry. Provide your approved 30-60 second audio clip or script read by our widely recognized hosts.

- Neurology Minute®: Daily sponsorship with 130,000 average monthly downloads; new episodes daily, Monday through Friday.
- Neurology® Podcast: Weekly sponsorship with 78,040 average monthly downloads; new episodes every Monday and Thursday.
- Neurology Today® In 5: Monthly sponsorship with 4,465 average monthly downloads; new episodes on the first and third Thursday of each month.

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.

Neurology® Journal Video Club

Neurologists learn from the experts as recent *Neurology* journal articles and hot topics are discussed in the form of short, easy to digest videos. Two-month sponsorships available covering a variety of topics including; migraine, multiple sclerosis, Parkinson's disease, stroke, Alzheimer's and related dementia, rare disease and more. Contact us for sponsorship opportunities.

Interactive Infographics

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

Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL in the neurology industry. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

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 neurology. 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. List match capabilities.

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.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Run of Book Rates

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	King Page Color	King Page B/W (PI)	3/4 Page Color	3/4 Page B/W (PI)	Island Half Page Color	Island Half Page B/W (PI)
1x	$13,800	$9,825	$12,795	$8,820	$10,525	$6,550
12x	$13,510	$9,535	$12,535	$8,560	$10,330	$6,355
24x	$13,225	$9,250	$12,280	$8,305	$10,140	$6,165
36x	$12,950	$8,975	$12,035	$8,060	$9,960	$5,985
48x	$12,685	$8,710	$11,795	$7,820	$9,785	$5,810
72x	$12,425	$8,450	$11,565	$7,590	$9,615	$5,640
96x	$12,175	$8,200	$11,340	$7,365	$9,450	$5,475
144x	$11,930	$7,955	$11,120	$7,145	$9,290	$5,315
180x	$11,695	$7,720	$10,910	$6,935	$9,135	$5,160
216x	$11,465	$7,490	$10,705	$6,730	$8,985	$5,010
288x	$11,245	$7,270	$10,505	$6,530	$8,835	$4,860
360x	$11,030	$7,055	$10,310	$6,335	$8,690	$4,715

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

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

Cover 4: 50% of earned B/W (PI) page 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

Agency Commission

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

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your Sales Representative for volume discounts.

King Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
$9,360	$7,975	$6,370	$4,225	$2,735	$1,610

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.

Check out our reprints portal. Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January 4	11/27/2023	12/4/2023	12/7/2023	12/8/2023	1/4/2024
January 18	12/8/2023	12/15/2023	12/20/2023	12/21/2023	1/18/2024
February 1	12/22/2023	1/2/2024	1/5/2024	1/8/2024	2/1/2024
February 15	1/9/2024	1/17/2024	1/22/2024	1/23/2024	2/15/2024
March 7	1/31/2024	2/7/2024	2/12/2024	2/13/2024	3/7/2024
March 21	2/14/2024	2/21/2024	2/26/2024	2/27/2024	3/21/2024
April 4	2/28/2024	3/6/2024	3/11/2024	3/12/2024	4/4/2024
April 18	3/13/2024	3/20/2024	3/25/2024	3/26/2024	4/18/2024
May 2	3/27/2024	4/3/2024	4/8/2024	4/9/2024	5/2/2024
May 16	4/10/2024	4/17/2024	4/22/2024	4/23/2024	5/16/2024
June 6	4/30/2024	5/7/2024	5/10/2024	5/13/2024	6/6/2024
June 20	5/14/2024	5/21/2024	5/24/2024	5/28/2024	6/20/2024
July 4	5/29/2024	6/5/2024	6/10/2024	6/11/2024	7/5/2024
July 18	6/11/2024	6/18/2024	6/21/2024	6/24/2024	7/18/2024

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
August 1	6/25/2024	7/2/2024	7/8/2024	7/9/2024	8/1/2024
August 15	7/10/2024	7/17/2024	7/22/2024	7/23/2024	8/15/2024
September 5	7/30/2024	8/6/2024	8/9/2024	8/12/2024	9/5/2024
September 19	8/13/2024	8/20/2024	8/23/2024	8/26/2024	9/19/2024
October 3	8/27/2024	9/4/2024	9/9/2024	9/10/2024	10/3/2024
October 17	9/11/2024	9/18/2024	9/23/2024	9/24/2024	10/17/2024
November 7	10/2/2024	10/9/2024	10/14/2024	10/15/2024	11/7/2024
November 21	10/16/2024	10/23/2024	10/28/2024	10/29/2024	11/21/2024
December 5	10/28/2024	11/4/2024	11/7/2024	11/8/2024	12/5/2024
December 19	11/11/2024	11/18/2024	11/21/2024	11/22/2024	12/19/2024

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

10 1/2" x 14". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
King page:	9 1/2"	x	13"	10 3/4"	x	14 1/4"
3/4 page horizontal:	9 1/2"	x	10"	10 3/4"	x	10 3/4"
3/4 page vertical:	7"	x	13"	7 7/8"	x	14 1/4"
Island 1/2 page:	7"	x	10"	7 7/8"	x	10 3/4"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
King page:	9 1/4"	x	12"
3/4 page:	6 7/8"	x	12"
1/2 page horizontal:	9 1/4"	x	5 7/8"
1/2 page vertical:	4 1/2"	x	12"
1/4 page horizontal:	4 1/2"	x	5 7/8"
1/4 page vertical:	2 1/8"	x	12"
1/8 page horizontal:	4 1/2"	x	2 7/8"

Non-Bleed Size			
	Width		Height
1/8 page vertical:	2 1/8"	x	5 7/8"
1/16 page:	2 1/3"	x	3 1/3"

Download Career & Events Section guidelines

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: A sample of the insert or BRC must be submitted in advance for approval. For information, please contact Nick Strickland at (646) 674-6539.

Sizes: Submit 8" x 11". Final size with 1/8" head trim: 8" x 10 7/8".

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: 10” wide X 6” high (maximum size), 7” wide X 5” high (minimum). Safety: Allow 1/4" from trim on all sides. Paper stock: 80# or 100# gloss text. Jogs: to center unless issue is less than 40pp. If less than 40pp, jogs to foot (as determined by USPS). 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: Monique Michowski

Email: monique.michowski@wolterskluwer.com

Advertising Representative (U.S.)

Name: Sharon Ames

Phone: 516-993-7800

Email: sharon.ames@wolterskluwer.com

Advertising Representative (U.S.)

Name: Alyssa Gorman

Email: alyssa.gorman@wolterskluwer.com

Advertising Representative (Europe)

Name: Carlene Bartley

Phone: 07974039962

Email: carlene.bartley@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Dave Wiegand

Phone: 847-361-6128

Email: dave.wiegand@wolterskluwer.com

Recruiting Representative (Europe)

Name: Carlene Bartley

Phone: 07974039962

Email: carlene.bartley@wolterskluwer.com

Reprints Representative (U.S.)

Name: Meredith Edelman

Phone: 215-356-2721

Email: meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

Name: Therese Tshiteya

Phone: +44 (0)203 197 6513

Email: therese.tshiteya@wolterskluwer.com

Copyright ©2024, Wolters Kluwer Health. All rights reserved.