



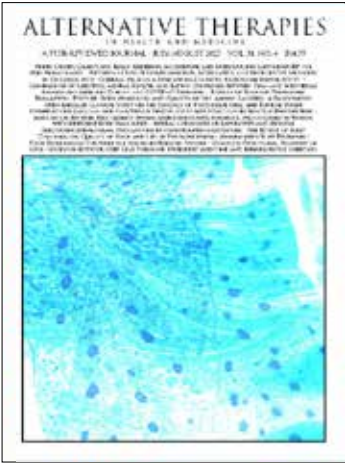
INNOVISION
PROFESSIONAL MEDIA INC.

2 0 2 6 M E D I A K I T



ALTERNATIVE THERAPIES

IN HEALTH AND MEDICINE



With its focus on original research, *ATHM* offers a comprehensive evaluation of the efficacy of natural therapies and remedies for many common disorders and conditions. Each issue features original research, case studies, and editorials by CAM-thought leaders and up-and-coming researchers, as well as an interview with a pioneer in the CAM field.

Published continuously since 1995, *Alternative Therapies* is the leading journal for physicians

and practitioners interested in helping their patients through the latest research on practical uses of alternative and natural therapies.

Alternative Therapies' goal is to help practitioners take a rational, individualized, comprehensive approach to treatment. As patient interest in a more holistic, integrative approach to health care grows at an exponential rate, *Alternative Therapies* becomes an increasingly valuable tool for MDs, DOs, RNs, NPs, and PhDs.

Practitioner readers of *Alternative Therapies* work with numerous patients. Your marketing campaign reaches both the practitioners in this growing field and, through them, the large number of patients they treat.

Alternative Therapies in Health and Medicine is indexed in MEDLINE, SCOPUS, Index Medicus, CINAHL, SciSearch, ISI Alerting Services, EMBASE, and additional index services.

2026 ATHM EDITORIAL CALENDAR*

January/ February (32.1) Mind-Body Medicine	July/August (32.4) Healthy Gut
March/ April (32.2) Environmental Wellness	September/ October (32.5) CAM Practices for Women's Health
May/ June (32.3) Brain and Emotional Health	November/ December (32.6) Dementia, Alzheimer's & Cognitive Health

- EVERY ISSUE OF ATHM INCLUDES:**
- Special Editorial
 - Ingredient Focus
 - Industry Insight

*Please note that editorial content is subject to change. For updated editorial information, visit www.alternative-therapies.com.

Published:	Six times per year: Jan/Feb, March/April, May/ June, July/ August, Sept/Oct, and Nov/Dec
Format:	Print and digital editions
Circulation:	Total circulation: 26,750
Readership:	MDs/DOs/PhDs, NDs, RNs/NPs, DCs, nutritionists, licensed acupuncturists, homeopaths, doctors of dental surgery, institutions/academia/researchers, social workers
Editor in Chief:	Andrew Campbell, MD
Website:	www.alternative-therapies.com

2026 ATHM CLOSING SCHEDULE

January/ February Reservations: November 26 Materials: December 5	July/ August Reservations: May 8 Materials: May 15
March/ April Reservations: January 16 Materials: January 23	September/ October Reservations: July 10 Materials: July 17
May/ June Reservations: March 20 Materials: March 27	November/ December Reservations: September 11 Materials: September 18

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$6635	\$5975	\$4970	\$4473	\$1940
3	\$4976	\$4479	\$3732	\$3360	\$1494
6	\$3880	\$3492	\$2910	\$2619	\$1388
9	\$2964	\$2657	\$2223	\$2025	\$1225
12	\$2655	\$2390	\$1990	\$1791	\$1180
16	\$2210	\$1989	\$1658	\$1494	\$995



IMCJ Integrative Medicine: A Clinician's Journal



IMCJ provides clinicians and other health care providers with application-based therapies and protocols gleaned from the latest research and theoretical thinking in integrative medicine. Each issue includes original research, industry insights, guest editorials from leading CAM professionals, and more.

Integrative Medicine is the most highly regarded

source for practical and research-based information in the exploding complementary and alternative medicine (CAM) field.

Integrative Medicine is one of the only peer-reviewed journals focused on helping practitioners use both conventional and natural medicine for the most effective therapies.

Each issue of *Integrative Medicine* features both hands-on advice for how to run a successful practice and the latest research to help practitioners keep up with the many new developments in patient care. Readers include holistic MDs, naturopaths, homeopaths, integrative chiropractors, nutritionists, and acupuncturists. *Integrative Medicine* readers don't just recommend products to their patients; in many cases, they also sell them. Research shows that it is not uncommon for a single practitioner to sell tens (and sometimes hundreds) of thousands of dollars of products to their patients.

2026 IMCJ EDITORIAL CALENDAR*

February/ March (25.1)

Nutrition, Health & Wellness

April/ May (25.2)

Family Medicine

June/ July (25.3)

Women's Wellness

August/ September (25.4)

Healthy Food Supply

October/ November (25.5)

Healthy Longevity

December/ January 2027 (25.6)

Metabolic Health

EVERY ISSUE OF IMCJ INCLUDES:

- Special Editorial
- CASE Studies
- Nutrition

*Please note that editorial content is subject to change. For updated editorial information, visit www.imjournal.com.

Published:	Bi-monthly in February, April, June, August, October, December
Format:	Print and digital editions
Circulation:	Total circulation: 29,750
Readership:	Holistic MDs/DOs, NDs, DCs, RNs/NPs, nutritionists, dietitians, homeopaths, certified acupuncturists
Editor in Chief:	Joseph Pizzorno, ND
Web site:	www.imjournal.com

2026 IMCJ CLOSING SCHEDULE

February/March

Reservations: December 19
Materials: December 26

April/May

Reservations: February 13
Materials: February 20

June/July

Reservations: April 10
Materials: April 17

August/September

Reservations: June 12
Materials: June 19

October/November

Reservations: August 14
Materials: August 21

December/January

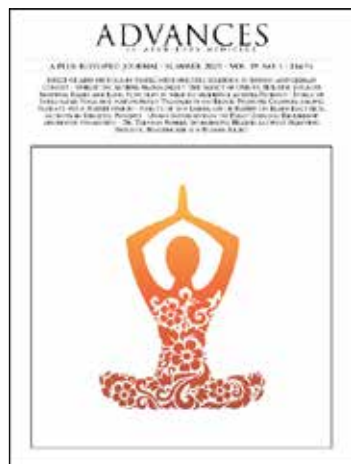
Reservations: October 16
Materials: October 23

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
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3	\$4976	\$4479	\$3732	\$3360	\$1494
6	\$3880	\$3492	\$2910	\$2619	\$1388
9	\$2964	\$2657	\$2223	\$2025	\$1225
12	\$2655	\$2390	\$1990	\$1791	\$1180
16	\$2210	\$1989	\$1658	\$1494	\$995



ADVANCES IN MIND-BODY MEDICINE



Advances in Mind-Body Medicine explores the relationship between mind, body, spirit, and health; the human experience of health, illness, and medical care; and the clinical, social, and personal implications of a medicine that acknowledges the whole person. *Advances* looks for fresh thinking, vigorous debate, and careful analysis. It is open to all members and observers of the health care and research community.

First published in 1985,

Advances is the leading medical journal in the cutting-edge field of research and application of mind-body medicine—the fastest growing area of medicine. *Advances* explores the relationships between mind, body, spirit, and health; the human experience of health, illness, and medical care; and the clinical, social, and personal implications of a treatment style that acknowledges the whole person.

Join a growing community of thought leaders pushing the boundaries of medical thinking. *Advances'* provocative editorial delivers progressive, professional readership that understands the role of integrated approaches to wellness and health. It's an ideal venue for your products and services.

Advances in Mind-Body Medicine is indexed on MEDLINE, Index Medicus, and CINAHL.

Mind-body medicine has been successful in treating many different diseases, including:

- Cancer
- High blood pressure
- Coronary heart disease
- Obesity
- Pain and nausea/vomiting related to chemotherapy
- Insomnia
- Diabetes
- Fibromyalgia
- Menopausal symptoms such as hot flashes, depression, and irritability
- Mental health issues, such as anxiety and depression

2026 ADVANCES EDITORIAL CALENDAR*

January/ February (40.1)
Mindfulness-Based Practices

March/ April (40.2)
Ayurvedic Medicine

May/ June (40.3)
Metabolic Health

July/ August (40.4)
Yoga

September/ October (40.5)
Meditation for Well-Being

November/ December (40.6)
Mental Health

*Please note that editorial content is subject to change. For updated editorial information, visit www.advances-journal.com.

2026 SPECIAL ISSUES: GLOBAL HEALTH

- Global Health Editorial
- Original Research

Published:	Six times per year: Jan/Feb, March/April, May/ June, July/ August, Sept/Oct, and Nov/Dec
Format:	Print and digital editions
Circulation:	Total circulation: 14,000
Readership:	MDs, NDs, psychiatrists, psychologists, psychotherapists, social workers, medical researchers
Editor in Chief:	Tabatha Parker, ND
Website:	www.advances-journal.com

AD RATES

Insertion	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$3125	\$2860	\$2345	\$2050	\$1750
3	\$2460	\$2270	\$1845	\$1615	\$1375
6	\$1795	\$1680	\$1345	\$1175	\$995

2026 ADVANCES CLOSING SCHEDULE

January/ February
Reservations: November 26
Materials: December 5

March/ April
Reservations: January 16
Materials: January 23

May/ June
Reservations: March 20
Materials: March 27

July/ August
Reservations: May 8
Materials: May 15

September/ October
Reservations: July 10
Materials: July 17

November/ December
Reservations: September 11
Materials: September 18



2026 RATES & SPECIFICATIONS

SPONSORED WEBINARS

AD SIZES

Ad Size	Nonbleed (W x H)	Bleeds (W x H)
Final trim size: 8.125" w x 10.875" h		
Spread (trim size)	16.25" x 10.00"	16.5" x 11.125"
Full Page (trim size)	8.125" x 10.875"	8.375" x 11.125"
2/3 vertical	4.75" x 10.00"	
1/2 vertical	3.375" x 10.00"	
1/2 horizontal	7.00" x 4.875"	
1/3 square	4.375" x 4.875"	
1/3 vertical	2.125" x 10.00"	
1/4 page vertical	3.375" x 4.875"	
For bleed ads, hold all live matter .5" from edges.		

PREMIUM POSITIONS

Insertion	Cover 2	Cover 3	Cover 4	Table of Contents
1	\$7980	\$7480	\$8480	\$7580
3	\$6305	\$5805	\$6805	\$5905
6	\$5745	\$5245	\$6245	\$5345
9	\$5340	\$4840	\$5840	\$4940
12	\$4950	\$4450	\$5450	\$4550

Contact your account representative for pricing on inserts and special marketing opportunities.

Preferred File Format

Adobe PDF: Press-optimized (300 dpi). All fonts must be embedded.

Submission Methods

There are three acceptable ways to submit an ad. All artwork must be submitted by the artwork deadline. Please include advertiser name and journal issue the ad is to run in. If artwork cannot be provided by the deadlines, the publisher will run the most recent artwork submitted. If no artwork is on hand, the advertiser will still be responsible for payment on the space reserved.

Via E-mail:

- Send ads to: david@innovisionhm.com. Specify advertiser and issue run.

Via FTP:

- Contact david@innovisionhm.com or call (651)251-9623 for login information.

Via CD:

- Mail to: InnoVision Professional Media
3470 Washington Drive, Suite 102
Eagan, MN 55121

Webinars are an ideal way to demonstrate your company’s commitment to education, and to bring the expertise of your Medical and Scientific Leaders to our practitioner audience.

Spotlight a speaker and topic of your choice in an interactive session. InnoVision Professional Media hosted webinars include two dedicated promotional e-blasts, access to full registrant contact information, post-event recording of session for distribution.

\$5,500 per Sponsored Webinar

DEDICATED E-BLASTS

InnoVision Professional Media offers dedicated email opportunities to our over 25,000 practitioner subscribers. Engage with practitioners by sharing your products and services.

\$2,800 per dedicated e-blast



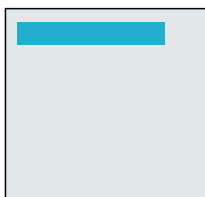
2026 E-MEDIA OPPORTUNITIES

ONLINE ADVERTISING OPPORTUNITIES

Our web advertising is sold with the guarantee of delivering a specified number of monthly impressions for your campaign. Pricing is based upon a CPM (cost per thousand) basis, and units are sold in bundles of 25,000 impressions. Ads are “run of site” and appear on all main pages of alternative-therapies.com, imjournal.com, and advancesjournal.com.

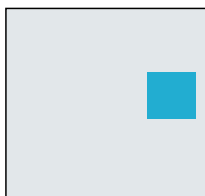
WEB BANNERS

InnoVision offers four types of web advertising to suit your needs:



1. Upper Leaderboard

- Placement: Top of Web site (highest visibility)
- \$1700 (25,000 impressions per month)
- 728 x 90 pixels (width x height)



2. Top Square Banner

- Placement: Top righthand side of Web site (very high visibility)
- \$1500 (25,000 impressions per month)
- 250 x 250 pixels (width x height)



3. Half Banner

- Placement: Right-hand column (high visibility)
- \$600 (25,000 impressions per month)
- 250 x 125 pixels (width x height)

ACCEPTABLE FILE FORMATS

JPG, GIF, SWF (Flash)

- Please include URL associated with the ad
- Specify advertiser and month run
- Screen resolution (72 ppi)
- Send ads to: Sales Department
E-mail: david@innovisionhm.com
Phone: (651)251-9623

DIGITAL E-NEWSLETTER

The InnoVision E-Newsletter is sent twice each month to a growing list of 25,000+ practitioner subscribers and highlights the latest news in addition to thought-provoking content from *Alternative Therapies in Health and Medicine*, *Advances in Mind-Body Medicine*, and *Integrative Medicine: A Clinician's Journal*.

E-Newsletter Features

- Editorial by Joseph Pizzorno, ND, Editor in Chief, *IMCJ*
- Guest editorials
- Breaking industry news
- Cutting-edge research
- Conference listings
- Preview of upcoming journal articles

We offer three types of E-Newsletter advertising to suit your needs:

1. Upper Leaderboard

- Placement: Below newsletter graphic (highest visibility)
- \$1500 (20,000 impressions per month)
- 728 x 90 pixels (width x height)

2. Square

- Placement: Inside lefthand menu panel (very high visibility)
- \$1250 (20,000 impressions per month)
- 250 x 250 pixels (width x height)

3. Half Banner

- Placement: Inside lefthand menu panel (high visibility)
- \$1000 (20,000 impressions per month)
- 250 x 125 pixels (width x height)

ACCEPTABLE FILE FORMATS

JPG, GIF, SWF (Flash)

- Please include URL associated with the ad
- Specify advertiser and month run
- Screen resolution (72 ppi)
- Send ads to: Production Department
E-mail: david@innovisionhm.com
Phone: (651)251-9623

PUBLISHER'S LIABILITY & ACCEPTANCE OF ADVERTISING

Publisher will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accident, or other circumstances beyond the publisher's control. Publisher reserves the right to review and reject any ads it deems inappropriate for the content of the journals.