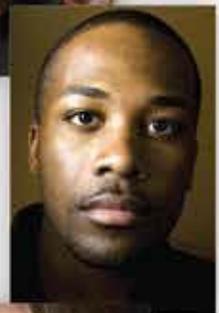


PTSD Journal

Not All Wounds Are Visible™

Media Kit



Photos: Jason Morris



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

- Adults 25-54
- 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 with a total reach of 1,260,000. 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



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*.



SELL SHEET CONTINUED

PTSDJournal Section Synopsis

Christian's Life: This first-person column opens up the magazine. Christian Benedetto is the founder of PTSDJournal. He will utilize this space to provide insight of what it is like to live with PTSD. This is not an advice column. It is an opportunity for readers to get an understanding of the challenges individuals with PTSD face. Christian's personal stories can be mesmerizing to someone who is not familiar with PTSD. They can also be cathartic for anyone who is dealing with it.

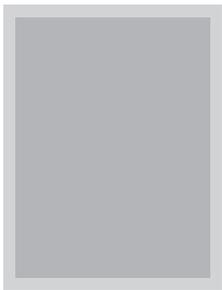
Peace Of Mind: This front of the book section is geared to civilians dealing with PTSD or any kind of trauma. PTSD has been so closely associated with the military while the 7% or 8% of civilians reportedly suffering are often ignored. In the **Peace of Mind** section, readers will find articles on support groups, medical findings and treatments as well as inspirational stories on people making a difference.

Front Lines: We recognize the impact PTSD has on our veterans. The Front Lines section is where we will provide information tailored directly for our service men and women. We will highlight veterans who are finding success following their departure from the military. The section will provide information on support groups as well as government agencies with opportunities specifically designed to help combat PTSD.

Best Companies To Work For: Continuing our efforts to help anyone with PTSD, each issue will identify a company that has programs helping individuals with PTSD in the workforce. Many companies have terrific programs for veterans to get into the workforce. We want to shine a light on these companies and highlight the programs they develop and are using.

Backpage Q&A: Every issue will end with a question and answer format highlighting an individual with a strong connection to PTSD or trauma. In 10 Questions we will identify individuals from a wide-swath of people. This story will highlight someone from the military, a Fortune 500 company, a leading researcher or head of an organization. The section will feature a diverse group of people who are making a difference in the PTSD space.

RATE CARD



PC4B

8 1/2" x 11 3/8"

4 color

Trim Size 8" x 10 7/8"

Live Area 7" x 10 1/8"

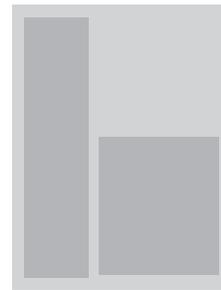
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\$15,000

2 x \$14,250 / 4 x \$13,500



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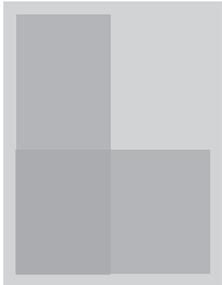
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4 color

\$7,000

2 x \$6,000 / 4 x \$5,000



1/2 PC4B

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Live Area 7" x 5"

Half Page Vertical

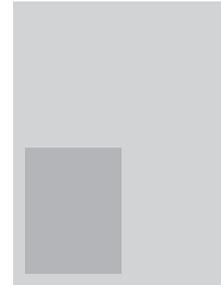
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Live Area 7 3/8" x 5 1/8"

4 color

\$9,000

2 x \$8,000 / 4 x \$7,000



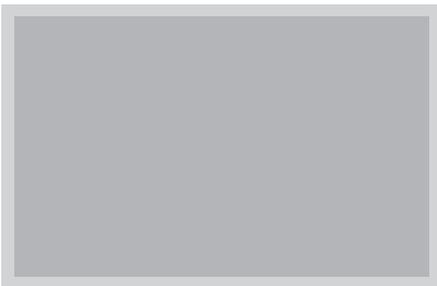
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3 5/8" x 5 1/4"

4 color

\$6,000

2 x \$5,000 / 4 x \$4,000



SP4CB

16 1/2" x 11 3/8"

Trim Size 15 1/2" x 10 7/8"

Live Area Per Page

7" x 10 1/8"

SP4CB (non bleed)

15 1/2" x 10 7/8"

Live Area: 7" x 10 1/8"

4 color

SP4CB: \$20,000 | SP4B (Branded content): \$25,000

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

B/W prices are available upon request.

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



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 8" x 10 7/8". A minimum bleed of 1/8". In ads that bleed, copy must be at least 1/4" from trim. The Live Area is the parameters in which all of your typography should be in without being accidentally visually cut off either through the cutting or binding process when it goes to press.

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.

