Media Kit
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: 50,000

PTSDJournal is distributed to:
• Over 600 Barnes & Noble locations in the U.S.
• Over 260 Books-A-Million stores
• Over 300 doctors offices
• Over 300 Mental Health facilities
• Over 150 VA offices and VFW Posts
• Over 50 Colleges and Universities with veteran specific programs

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

© 2014 Heal My PTSD. Post Traumatic Stress Disorder (PTSD) information, education and support.
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

<table>
<thead>
<tr>
<th>PC4B</th>
<th>PC4B (non bleed)</th>
<th>1/3 PC4B Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1/2&quot; x 11 3/8&quot;</td>
<td>7 1/4&quot; x 10 3/8&quot;</td>
<td>2 1/2&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>4 color</td>
<td>Live Area 7&quot; x 10 1/8&quot;</td>
<td>1/3 PC4B Square</td>
</tr>
<tr>
<td>Trim Size 8&quot; x 10 7/8&quot;</td>
<td>$15,000</td>
<td>5 1/2&quot; x 5&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$7,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 x $6,000 / 4 x $5,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 PC4B</th>
<th>Half Page Vertical</th>
<th>1/4 PC4B Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 1/4&quot; x 5 1/4&quot;</td>
<td>3 5/8&quot; x 10 3/8&quot;</td>
<td>3 5/8&quot; x 5 1/4&quot;</td>
</tr>
<tr>
<td>Live Area 7&quot; x 5&quot;</td>
<td>Live Area 7 3/8&quot; x 5 1/8&quot;</td>
<td>4 color</td>
</tr>
<tr>
<td></td>
<td>4 color</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 x $5,000 / 4 x $4,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SP4CB</th>
<th>SP4CB (non bleed)</th>
<th>SP4CB (Branded content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 1/2&quot; x 11 3/8&quot;</td>
<td>15 1/2&quot; x 10 7/8&quot;</td>
<td>SP4CB: $20,000</td>
</tr>
<tr>
<td>Trim Size 15 1/2&quot; x 10 7/8&quot;</td>
<td>Live Area: 7&quot; x 10 1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Live Area Per Page</td>
<td>4 color</td>
<td></td>
</tr>
<tr>
<td>7&quot; x 10 1/8&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 Christian Benedetto:
Email: christian.benedetto@gmail.com | Address: 1042 Gates Court, Morris Plains, NJ 07950
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 publisher's 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, 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 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:

PTSD Journal, LLC
Christian Benedetto Jr.,
1042 Gates Court, Morris Plains, NJ 07950
christian.benedetto@gmail.com

FURNISHED MATERIALS

Publication Specs
Trim size is 8” x 10 7/8”. A minimum bleed of ⅛”. In ads that bleed, copy must be at least ¼” 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.
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
PTSD Journal, LLC
1042 Gates Court, Morris Plains, NJ 07950
or email christian.benedetto@gmail.com

Materials
Please fax insertion order to Christian Benedetto Jr.

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:  1 Visa  1 MC  1 AMEX

Expiration Date:  CVV #

Authorized Signature:

Amount to charge:  $