



Rehab management media PLANNER 2010

WWW.REHABPUB.COM

Rehab management



In-Depth Content. Targeted Reach. Rehab Management Delivers.

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IN-DEPTH CONTENT COVERING

PHYSICAL REHABILITATION

Rehab Management delivers physical medicine and rehabilitation professionals the in-depth content needed to be successful in a dynamic industry. In an era of astute health care awareness and a highly-competitive marketplace, in-depth insights into industry news, legislative decisions, and product and technology innovations are critical. Whether it is our print magazine, online, or direct e-newsletters, *Rehab Management's* editorial team, expert authors, and editorial advisory board provide the smart, essential information physical medicine and rehabilitation professionals need to be successful.

TARGETED REACH

TO REHABILITATION PROFESSIONALS

Rehab Management is delivered to a focused, targeted circulation of 20,000, BPA-audited rehabilitation professionals in the short- and long-term physical medicine industry.* That means your message reaches a powerful, professional focused circulation—no others, no waste. *Rehab Management* subscribers are active...with the power to make quick decisions.

SMART PROGRAMS

FOR RESULTS-ORIENTED MARKETING

More than ever, the success of reaching decision-makers greatly depends on creating and developing integrated marketing approaches. *Rehab Management* has created a platform that allows innovative marketers the ability to leverage print, online, e-newsletter, and interactive opportunities to maximize marketing dollars, create branding-powered programs, and ultimately influence purchase decisions.

*Source: BPA International Publisher's Statement, June 2009

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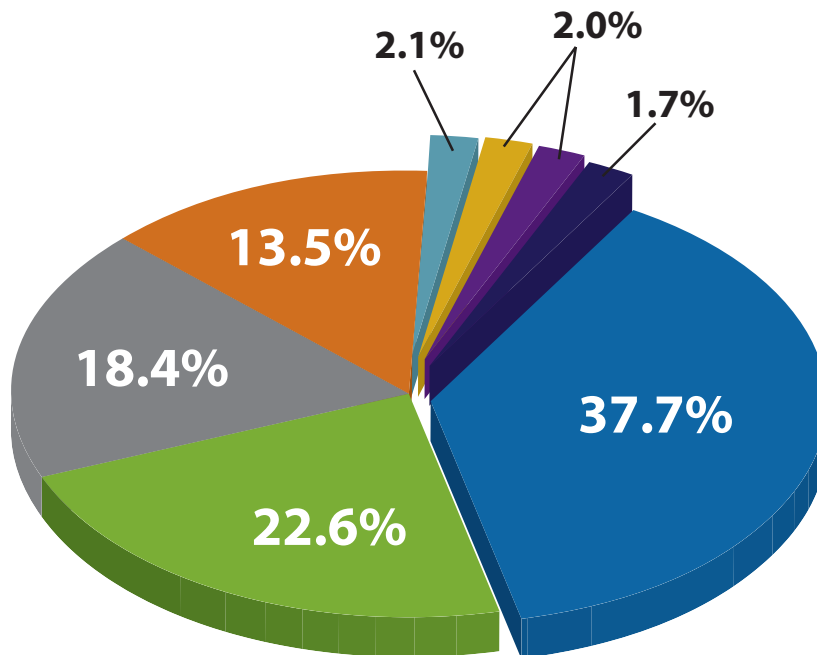
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REACHING THE RIGHT AUDIENCE IS KEY FOR MARKETERS. REHAB MANAGEMENT DELIVERS.

WITH FOCUSED REACH TO 100% REHABILITATION PROFESSIONALS in the physical medicine industry, your message is delivered to your target—no others, no wasted circulation.

Each month, *Rehab Management* is delivered to 20,000 BPA-audited subscribers* in both the short- and long-term physical medicine industry. *Rehab Management's* focused reach delivers your message to the entire team of *Rehab Management* professionals.



CIRCULATION BY BUSINESS/OCCUPATION
TOTAL SUBSCRIBERS: 20,000

| | |
|--------------|--|
| 7,558 | Administrator/Manager/Director of Rehabilitation |
| 4,519 | Physical Therapist/Rehab Therapist in Private Practice |
| 3,674 | Occupational Therapist/Hand Therapist/Ergonomist |
| 2,706 | Physical Therapist/Rehab Therapist in Hospital/Institution |
| 419 | Athletic Trainer/Exercise Physiologist/Kinesiologist |
| 393 | Rehab Nurse/Rehab Counselor/Case Manager |
| 391 | Educator |
| 340 | Physician: Rehab/Orthopedic/Physiatry/Neurology |



*Source: BPA Worldwide Publication Statement, paragraph 3a, June 2009

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IN-DEPTH CONTENT AND COMPREHENSIVE COVERAGE. REHAB MANAGEMENT DELIVERS.

EACH ISSUE OF REHAB MANAGEMENT IS DESIGNED to deliver comprehensive coverage of the ideas, products, trends, and developments shaping the physical medicine industry and rehabilitation professionals' techniques, practice management, and client care. In 2009, *Rehab Management* dedicates expanded coverage of Software Solutions, as well as a comprehensive report showcasing Wheelchair Cushion Products in a side-by-side product matrix.

EACH ISSUE FEATURES:

Long-Term: developments, clinical studies, treatment breakthroughs in long-term rehabilitation care

Short-Term: trends, techniques, and programs in short-term rehabilitation care

Mobility: most current and complete information on mobility trends, services, products, and reimbursement issues

Practice Management: in-depth information on how rehab professionals improve the productivity of their long-term and short-term practices

Inside Track: interview with a key decision-maker from a leading industry manufacturer

ANNUAL BUYER'S GUIDE:

The annual *Rehab Management Buyer's Guide* summarizes and highlights the companies serving the professional physical medicine market. This special edition is one that purchasing decision-makers will refer to throughout the year. Information is also published online in *Rehab Management's* powerful *Buyer's Guide* platform. Integrated print and online sponsorship opportunities available.



ANNUAL PRODUCT GUIDE

Rehab Management's annual compendium of new products and services provides rehabilitation professionals a once-a-year summary of noteworthy new products and services.

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2010 EDITORIAL CALENDAR

| | January/ February | March | April | May | June | July | August/ September | Fall Product Guide | October | November/ December |
|-----------------------------|---|---|--|--|--|---|--|----------------------------------|---|--|
| Editorial Topics | Facility-based Equipment Standing Systems Pediatrics Sports Injuries & Rehab Professional Insurance Gait & Balance | Mobility Update Knee Bracing Seating & Positioning Continuing Education & Instruction Billing Software Pain Management | Hand Therapy Home Modification Functional Capacity Evaluation Treating Lower Back Pain Power Mobility Software Showcase | Annual Buyer's Guide | Aquatic Therapy Custom Seating Stroke Rehab Fitness & Wellness Wheelchair Update Gait & Balance | Pain Management Modalities Vestibular Rehabilitation Orthotics & Prosthetics Update Bariatrics Therapeutic Taping & Bracing Power Mobility | Geriatrics Aquatic Therapy Wheelchair Cushion Showcase Knee & Lower Extremity Rehab Documentation Software Athletic Rehab | Product Guide | Wound Care/ Pressure Sore Prevention Fitness Industrial Rehab Managing Chronic Pain Pediatric Mobility Integrated Software | Home Modification Seating & Positioning Upper Extremity Rehab Integrated Software Stroke/ Neurological Assessment & Treatment Wheelchair Update |
| eMedia Opportuniites | January: Rehab & Fitness February: APTA CSM Pre-Show eBlast to Rehab Management & Physical Therapy Products | International Seating Symposium Pre-Show eBlast | Gait & Balance | | APTA National Pre-Show eBlast to Rehab Management & Physical Therapy Products | Software | August: Rehab & Fitness September: Wheelchair Cushions | Product Guide Category eBlasts | APTA PPS Pre-Show eBlast to Rehab Management & Physical Therapy Products | November: Pain Management December: Year-End eBlast to Rehab Management & Physical Therapy Products |
| Bonus Distribution | APTA Combined Sections Meeting Feb 17-20 San Diego | International Seating Symposium Mar 10-13 Vancouver | AOTA Apr 29-May 2 Orlando, Fla | Medtrade Spring May 12-13 Las Vegas All Trade Shows | APTA National Jun 16-19 Boston | | | Medtrade Nov 11-18 Atlanta | APTA PPS Nov 3-5, Washington DC Medtrade TBD | |
| Ad Close | December 21 2009 | January 25 | February 22 | March 22 | April 19 | May 24 | July 6 | August 16 | August 23 | September 27 |
| Material Deadline | January 4 | February 2 | March 2 | April 1 | April 30 | June 2 | July 16 | August 26 | August 31 | October 8 |

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ONLINE OPPORTUNITIES

Extend your brand and reach decision-makers with results-oriented online programs.

LEAD GENERATION: RESULTS-DRIVEN ONLINE MARKETING PROGRAMS

Marketing budgets are tight but your sales team still needs qualified leads. Don't waste time and money going after dead-end prospects. Thousands of your potential buyers have a loyal, established relationship with **Rehab Management**. Reach them with premium content at rehabpub.com and get valuable registration data that connects you with actively interested customers and gives you insight into their needs.

E-NEWSLETTERS

Rehab Today, the weekly e-newsletter from our expert editorial team, delivers the latest news, product advancements, industry developments, and other stories to more than 9,900 physical medicine and rehabilitation professionals. Advertising in **Rehab Today** delivers your message direct to the desktop of your target audience, building brand awareness and driving traffic to your Web site, research, or detailed product information.



EDITORIAL MONTHLY PODCASTS

Monthly podcasts, hosted by our industry-specific expert editors, features a one-on-one interview with industry leaders that provide insights into the topics that are critical right now.



PREMIUM GATED CONTENT:

We can help you choose topics that fit your branding efforts when you sponsor premium content on rehabpub.com. You'll get brand adjacency to some of the most highly valued and timely information on the site, and capture valuable registration data for those who signed up to view it.



WEBINARS:

Reach influential professionals seeking educational information delivered in a dynamic, digestible format. As a sponsor, you'll get powerful brand recognition on all Webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Sponsor an editorial Webinar, or work with us to create something customized for your product message.



WHITE PAPER PROGRAMS:

White papers are an effective way for you to reinforce thought-leadership and expertise in your field. You can capitalize on our powerful Web presence and online marketing channel to host and promote them. You'll reach our full subscriber database and then get direct access to prospects with an active, immediate interest in learning more about your products.



Take advantage of all the interactive and engaging online opportunities from rehabpub.com—and move your marketing campaign to the next level. We offer many online and interactive marketing opportunities, such as:

- Site Advertising
- Lead Generation Programs
- Gated Content
- Webinar Sponsorships
- White Paper Programs
- E-Newsletters
- Podcast Sponsorships
- Blog Sponsorships
- Expert Insights
- Online Videos
- Custom Programs

[CLICK HERE TO ACCESS ALLIED MEDIA'S FULL ONLINE MEDIA KIT.](#)

*Source: BPA Worldwide Publication Statement, June 2009



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INTEGRATED MARKETING PROGRAMS

HIGH-IMPACT PRINT SOLUTIONS:

Stop! Don't even print that piece of collateral until you've worked with your advertising director. We often can print and provide your collateral to our audience for less than it would cost you to print and mail to your own list. Build awareness of your company, products, and services with high-impact print opportunities, such as:

- ▶ Inserts (including printing)
- ▶ Single-sponsored Supplements
- ▶ Bellybands
- ▶ Printed Polybags
- ▶ Cover Tips
- ▶ Gatefold Covers

TRADE SHOW PROGRAMS:

Trade shows are an expensive, yet important venture. You need to make sure you are getting the most out of your trade show experience, but how can you drive people to your booth and create a buzz before and during key shows? *Rehab Management's* event-focused marketing programs supplement your own traffic-building efforts for maximum reach and impact—before, during, and after key industry events.

CUSTOM PROGRAMS:

If you want to engage your audience while creating a useful resource for the industry, *Rehab Management* can create custom programs for your company. Custom programs allow you to open doors to new audiences, initiate discussions of topics that align with your core business message, and offer a non-traditional way to build your brand and gather leads. Whether it is a completely online project (such as a custom Webinar) or a joint online and print program, we can deliver turnkey, end-to-end creation from writing to design to marketing.

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MECHANICAL REQUIREMENTS

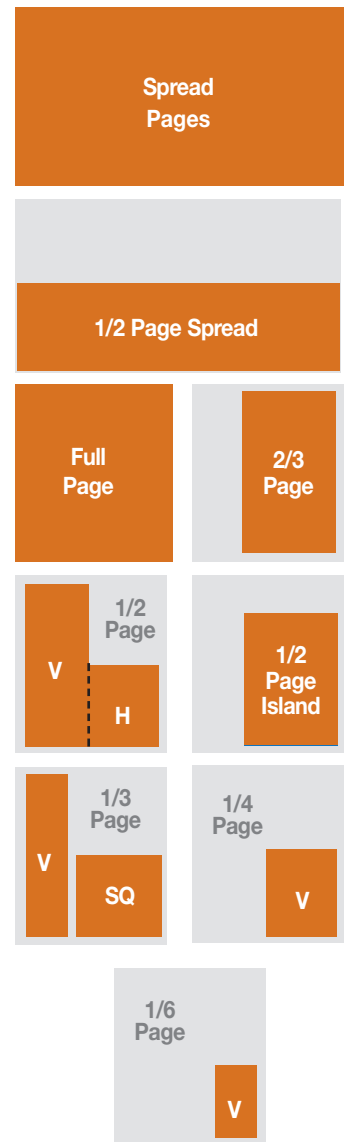
| | LIVE AREA | TRIM SIZE | BLEED SIZE |
|----------------------------|-------------------|-------------------|--------------|
| SPREAD | 15 1/2" x 10 1/4" | 15 3/4" x 10 3/4" | 16" x 11" |
| 1 PAGE | 7 3/8" x 10 1/4" | 7 7/8" x 10 3/4" | 8 1/8" x 11" |
| 2/3 PAGE | 4 9/16" x 10" | | |
| 1/2 PAGE SPREAD | 15" x 5 1/2" | 14 3/4" x 5" | |
| 1/2 PAGE ISLAND | 4 9/16" x 7 1/2" | | |
| 1/2 PAGE VERTICAL | 3 3/8" x 10" | | |
| 1/2 PAGE HORIZONTAL | 7" x 4 7/8" | | |
| 1/3 PAGE VERTICAL | 2 3/16" x 10" | | |
| 1/3 PAGE SQUARE | 4 9/16" x 4 7/8" | | |
| 1/4 PAGE VERTICAL | 3 3/8" x 4 7/8" | | |

RATES

| SIZE | 1X | 3X | 6X | 12X | 18X | 24X | 30X |
|-----------------|---------|---------|---------|---------|---------|---------|---------|
| 1 PAGE | \$3,820 | \$3,625 | \$3,460 | \$3,205 | \$3,070 | \$2,980 | \$2,895 |
| 2/3 PAGE | \$3,330 | \$3,160 | \$3,010 | \$2,795 | \$2,680 | \$2,600 | \$2,525 |
| 1/2 ISL | \$2,875 | \$2,730 | \$2,600 | \$2,420 | \$2,325 | \$2,250 | \$2,185 |
| 1/2 PAGE | \$2,600 | \$2,465 | \$2,350 | \$2,185 | \$2,095 | \$2,030 | \$1,970 |
| 1/3 PAGE | \$1,990 | \$1,895 | \$1,805 | \$1,680 | \$1,605 | \$1,560 | \$1,515 |
| 1/4 PAGE | \$1,605 | \$1,540 | \$1,465 | \$1,355 | \$1,300 | \$1,260 | \$1,225 |

| COLOR RATES | SPREAD | |
|-----------------------|---------|---------|
| STANDARD/MATCHED INKS | \$475 | \$650 |
| 4-COLOR | \$850 | \$1,250 |
| COLOR PMS | \$1,050 | \$1,650 |

| PREFERRED POSITIONS | |
|----------------------|-------------|
| GUARANTEED POSITIONS | 10% premium |
| INSIDE COVER | \$515 |
| BACK COVER | \$590 |



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SEND AD MATERIALS TO AD COORDINATOR:

DEE BERRY

(310) 642-4400, EXT 234 | DBERRY@ALLIED360.COM

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PRODUCTION REQUIREMENTS

Preferred Ad Format: Press-ready PDF/PDFX-1a – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.

Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges: No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

AD MATERIALS POLICY

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials. Or the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

ISSUANCE, CLOSING DATE, AND CANCELLATION

Published 10 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

INSERTS

Check with advertising representative for ad space cost, plus bindery charge.

RATE ADJUSTMENTS

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

PAYMENT TERMS

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

GENERAL

All advertisements are accepted and published by the publisher based on the representations and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

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BUSINESS & SALES

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AD COORDINATOR

Dee Berry

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