

TREATMENTmagazine.com

Addiction information, resources & hope—committed to improving outcomes



MEDIA KIT 2022



MISSION

To do everything we can to help

ELEVATE AND IMPROVE OUTCOMES

for individuals, families and
professionals in the
treatment community

Editorial and Publishing

COMMITMENT

Building on our legacy as the **No. 1 resource for over 20,000 treatment professionals**, we have relaunched and revitalized TreatmentMagazine.com and we are expanding our editorial reach to provide essential information and support to individuals struggling with alcohol and substance abuse and their loved ones.

We provide impartial and authoritative journalism, treatment resources, community support, and stories of hope.

AUDIENCE



Our Audience: All individuals, their families and loved ones seeking substance abuse information, support and resources; addiction clinicians; and treatment center executives and managers.

We are committed to:

#1 being our industry's trusted, forward-looking and expert source of impartial addiction and treatment information for all.

TreatmentMagazine.com now offers:

- ▶ new columnists,
- ▶ long-form features,
- ▶ an essential 7,000-word **Find a Treatment Center guide**,
- ▶ **inspiring Stories of Hope** section crowdsourced from our community

+ our national **Find a Treatment Center** tool powered by respected social-care network findhelp.org—for all audiences in the treatment community.

LEGACY REACH & DISTRIBUTION

In addition to our legacy readership of addiction and treatment center leaders and clinicians, **TreatmentMagazine.com** now serves **all individuals in the treatment community.**



We have retained much of our legacy base and are building it daily through our social channels including Facebook, Twitter and LinkedIn.

These channels currently reach our more than
20,000 followers
on a daily basis.

In the summer of 2020, we **rebranded and relaunched to our newly expanded audience** with all new content offerings, expert columnists, and essential treatment discovery resources.

We are a digital-first brand to maximize our reach and segmentation opportunities to inform and inspire our audiences.





AUDIENCE OPPORTUNITY



Treatment Magazine is a **leading strategic advertising partner** for addiction treatment centers, insurance companies, technology and telehealth providers, pharmaceutical companies and any respected brands and services seeking to reach our **U.S. target audience of:**

24,000,000

Individuals seeking support for substance abuse

75,000,000

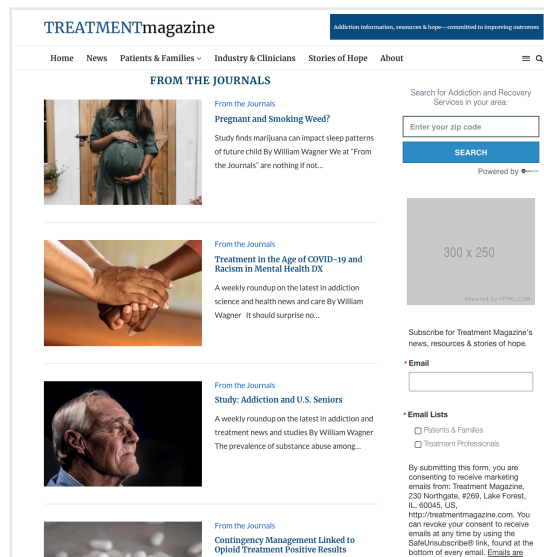
Families and loved ones

200,000+

Clinicians, executives and decision makers in addiction & treatment

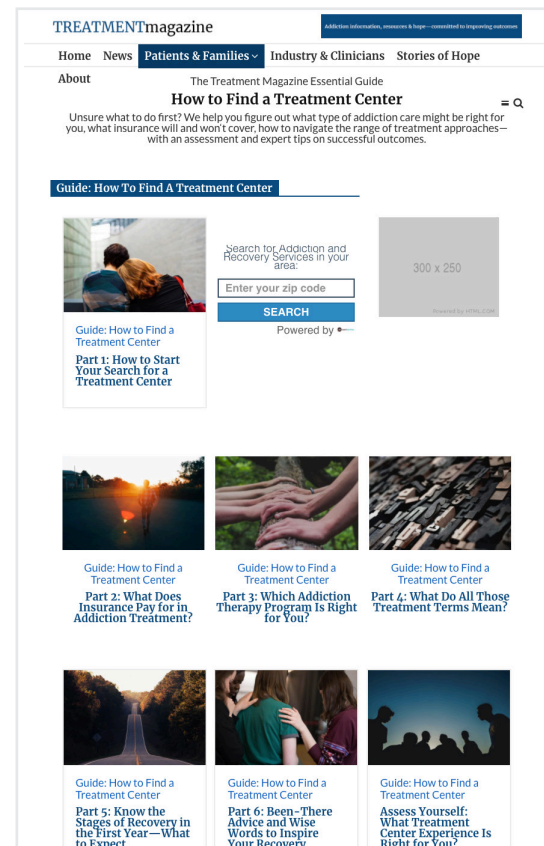
TreatmentMagazine.com Editorial Highlights

The widely read and influential **Treatment Magazine** was founded in 2004 and quickly became the **No. 1 industry trade magazine**, going out in print form to an elite readership of **20,000** executives and decision makers at U.S. treatment centers and facilities. Its related newsletter went out to a database of over **20,000** subscribers. Treatment Magazine currently has an audience of over **25,000** visitors per month, and growing! In addition, we have **partnerships with some of the most influential and trusted organizations** in the industry and our content is shared across their platforms.



From the Journals — an accessible expert weekly roundup of the latest developments, studies and research from the leading peer-reviewed addiction, medicine and treatment journals, to help keep industry professionals and everyone in the treatment community in the know. Publishes 4x a month, weekly.

This ultimate resource guide is just one of the many resources available to our readers and represents our commitment to offering support, how-to information and helping improve outcomes.

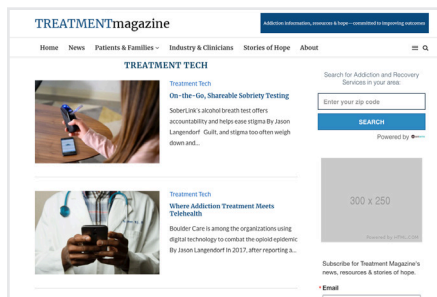


How to Find a Treatment Center Guide — This essential, 6-part how-to series clocking in at more than 7,000 words guides individuals and families new to treatment through the often-complex process of how to get started seeking help. Accessible and supportive, the series' topics include: how insurance works, what type of center and which treatment therapy approaches are right for you, expert insights—plus a useful assessment to help you get started on a new treatment center search.

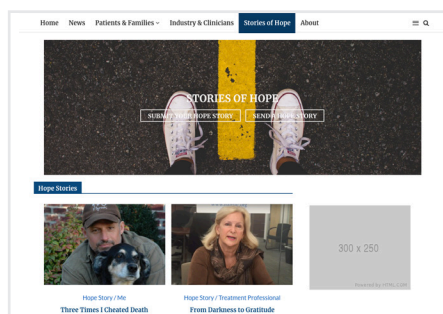
TreatmentMagazine.com Editorial Highlights



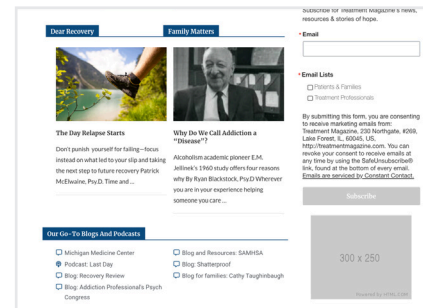
Industry Insider — expert insights and tips for addiction and treatment clinicians and treatment professionals from a Psy.D. addiction and treatment expert who's been there. Publishes 2x a month



Treatment Tech — expert analysis of the latest sobriety and addiction support tools, apps, products and technology. Publishes 2x a month

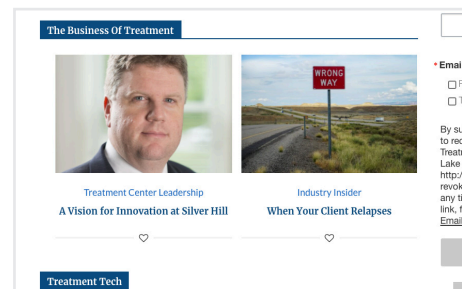


Stories of Hope — personal real-life stories offering insights and glimmers of hope on the road to recovery by individuals contending with substance abuse, their families and loved ones, clinicians and treatment professionals. Published regularly and often, as submitted by our UGC community



Dear Recovery — expert insights and tips from a treatment Psy.D. clinician for individuals before, during and after treatment. Publishes 2x a month

Family Matters — expert insights and tips for families and loved ones from a treatment Psy.D. clinician. Publishes 2x a month



The Business of Treatment — Profiles of leaders in the treatment and addiction field + business best practices for treatment professionals + analysis of trends in treatment center management and more. Publishes 1x a week



ADVERTISING OPPORTUNITIES

Exclusivity/sponsorship opportunities

DISPLAY: TreatmentMagazine.com

**728 by 90
leaderboard**

**1 month \$5,000
3 months \$12,000**

**320 by 50
mobile leaderboard**

**1 month \$5,000
3 months \$12,000**

**300 by 250
medium
rectangle**

**1 month \$5,000
3 months \$12,000**

**DISPLAY: Landing Page
or Category-Specific Advertising Pricing**

Please contact:

Director of Advertising

Susan Welter

susan@treatmentmagazine.com

773-425-3485

ADVERTISING OPPORTUNITIES

EMAIL Advertising Opportunities

**728 by 90
leaderboard**

**1 month \$3,000
3 months \$7,500**

**320 by 50
mobile leaderboard**

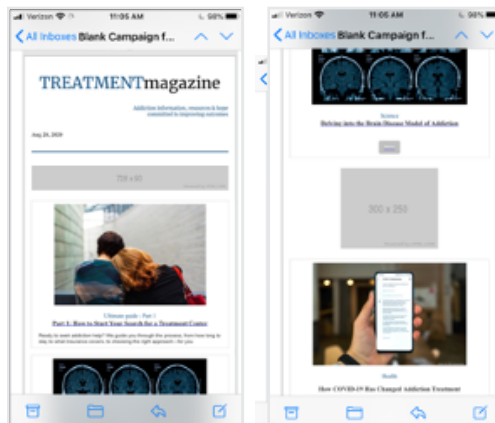
**1 month \$3,000
3 months \$7,500**

**300 by 250
medium
rectangle**

**1 month \$3,000
3 months \$7,500**

consumers and industry

Targeting consumers and industry professionals



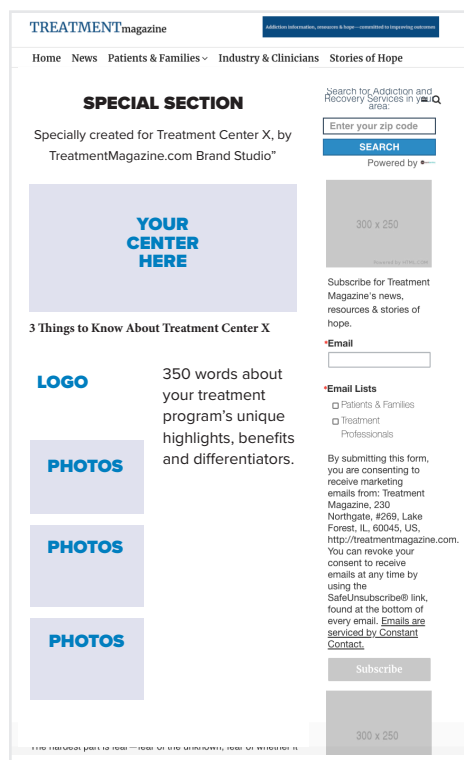
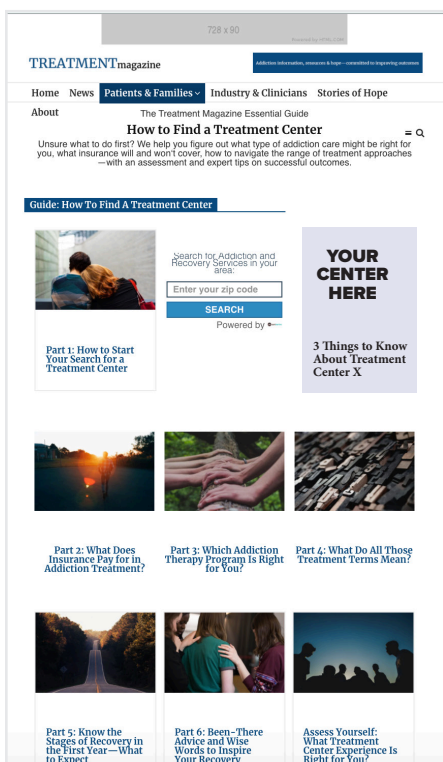
**Ad Unit
Opportunities**

**Be the sole sponsor of
each version, per week**

ADVERTISING OPPORTUNITIES

SPECIAL: Sponsorship Opportunity Treatment Center Sponsored Spotlight

\$3,000 per 1 week
includes space and sponsored editorial creation
\$5,000 for 2 weeks



Placement:

On the high-profile editorial landing page of our **essential how-to resource section** for families and individuals seeking addiction treatment—hosting the 7,000-word “How to Find a Treatment Center Guide”: 6 sections + assessment. Located at TreatmentMagazine.com/how-to-find-a-treatment-center.

We will create a special sponsored-editorial article for you called “3 Things to Know About Treatment Center X/Your Center Here,” written by our special sections reporting staff.

- ▶ We write, you review and approve the spotlight.
- ▶ 350 words about your treatment program's unique highlights, benefits and differentiators.
- ▶ Up to 3 photos of your center in each unit, your logo, your linked URL, contact info
- ▶ This copy will accompany each unit: “Specially created for Treatment Center X, by TreatmentMagazine.com Brand Studio”
- ▶ Will live on Find a Treatment Center landing page on TreatmentMagazine.com

For more on advertising and sponsorship opportunities, dates, rates and specs, **contact Treatment Magazine.com**

Director of Advertising

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