

HEARING HEALTH

Media Kit 2017



ABOUT HEARING HEALTH MAGAZINE

Hearing Health is the ultimate consumer resource on hearing loss and tinnitus. Our award-winning magazine earned this position over three decades through the steadfast dedication from staff, expert contributors, and collaborative support from advertisers. **Hearing Health** educates individuals about the effects of hearing loss and tinnitus on health and quality of life, and aims to provide real-world solutions based on the latest research and technology. **Hearing Health** is published quarterly by Hearing Health Foundation, whose mission includes funding groundbreaking hearing and balance research, as well as being a resource for those who have hearing loss and tinnitus.

EXTRA EXPOSURE

Every issue of **Hearing Health** is available online at our website, hhf.org, with all advertisements preserved in their original placement and size.

We regularly feature first-person stories and informative articles about hearing loss and tinnitus affecting the pediatric, senior, and veterans populations. Audiologist and other experts regularly write about hearing aids, cochlear implants, and assistive listening devices.

All advertisers receive a free Marketplace listing with logo and company description with the purchase of an advertisement of any size.

MEET OUR READERS

74% of our readers do research on their own before purchasing a hearing aid or cochlear implant.

READER PROFILE

Male: 36%
Female: 64%
Median age: 62
Any college+: 86%
Married: 73%

Mean household income:
\$124,000*
65% of our readers have completed a four-year degree or higher
*adjusted for inflation

READERSHIP

Average reading time is 44 minutes.

More than seven of every 10 readers—including hearing healthcare professionals—took one or more actions in the past 12 months as a result of reading **Hearing Health**.

The majority of our consumer readers have a hearing loss. Reader respondents describe themselves as having:

Complete deafness: 8%
Severe hearing loss: 32%
Moderate hearing loss: 41%
Mild hearing loss: 19%

*These statistics represent readers of mailed copies as statistics are not available for waiting room readers.



TO ADVERTISE, CONTACT:
Laura Friedman
advertising@hhf.org



Hearing Health Foundation
Prevention | Research | Cure

Consumer readers rank Hearing Health as their #1 source, after their hearing healthcare professionals, for information on issues related to hearing and tinnitus.

EDITORIAL CALENDAR*

Spring 2017: Sports

Advice From Athletes
Visual Learning on the Field
Go-To Coaching Guide
Sports-Ready Hearing Devices

Fall 2017: Seniors & Vets

Hearing Conditions & Health
How to Choose Hearing Aids
Hearing Protection Insights
Holiday Gift Guide

Summer 2017: Travel & Leisure

Tips and Tricks for Travel
Healthy Hearing: Home & Away
Overcome Access Challenges
Showstoppers Technology

Winter 2018: Technology

New Hearing Technology
Earplugs for Every Situation
Industry Innovations
Apps for Hearing Health

*Every issue includes a sponsored technology section.

**Please note the editorial calendar is subject to change.

The majority of our consumer readers use hearing aids, cochlear implants, or other hearing devices.

WHO WE REACH

Distribution

American Speech-Hearing-Language Association (ASHA), dispensing audiologists	5,000
Academy of Doctors of Audiology (ADA), full membership	1,200
Bulk copies to audiologists, by request	3,800
Controlled/consumer (regular mailing list)	42,000
International Hearing Society (IHS), full membership	3,000
U.S. Department of Veterans Affairs (VA), all hearing centers	3,000
Select Walgreens, Duane Reade, and CVS stores, and corporate partners	5,600

63,600

Estimated print and digital readership: **320,000**

Hearing Health is the widest-reaching magazine on hearing loss and tinnitus.

Hearing Health is distributed at the HLAA, AAA, and other conventions. Our monthly E-News is delivered to 40,000 email addresses. Our Facebook page has 27,350 fans. Our website receives 35,000 unique visitors each month.

TO ADVERTISE, CONTACT:
Laura Friedman
advertising@hhf.org

PRINT AND DIGITAL ADVERTISING RATES

SPACE*	1X	2X	3X	4X
FOUR COLOR				
Two-Page Spread	\$11,100	\$10,550	\$10,000	\$9,650
Full Page	\$5,550	\$5,300	\$5,150	\$4,950
1/2 Page	\$3,800	\$3,600	\$3,450	\$3,250
1/4 Page	\$2,100	\$1,900	\$1,750	\$1,600
Marketplace	\$1,000			

*Specific placement requests subject to 5% fee

SPECIAL POSITION

Back Cover	\$6,650	\$6,320	\$6,000	\$5,700
Inside Front	\$6,150	\$5,840	\$5,500	\$5,300
Inside Back	\$6,000	\$5,700	\$5,400	\$5,200

DIGITAL

Website	\$2,500 per quarter; \$8,500 annually
Monthly E-News	\$2,000 per E-News
Sponsored Advertorial	\$1,200 and up

SIZE OF ADVERTISING MATERIALS

Two-Page Spread, w/bleed	17" w x 11.125" h
Full Page, w/bleed	8.625" w x 11.125" h (Trim size: 8.375" x 10.875", Safe area: 8.125" x 10.625")
Full Page, no bleed	7.25" w x 9.625" h
1/2 Page, no bleed	7.25" w x 4.75" h
1/4 Page, no bleed	3.5" w x 4.75" h
Marketplace Logo/ Sponsored Product/ Advertising Artwork	300 dpi
E-News	100 x 100 pixels, image format (.jpg, .png)

ADVERTISING DUE DATES

	Spring 2017	Summer 2017	Fall 2017	Winter 2018
Ad Reservations Due	Feb. 10	May 12	Aug. 11	Nov. 13
Ad Artwork Due	Feb. 24	May 26	Aug. 25	Nov. 27
Copies Mailed	April 3	July 3	Oct. 20	Feb. 1

IMPORTANT PRINT AD REQUIREMENTS

DO create artwork as a .tiff file or a PDF that is PDF/X-1a compliant.
DO use only CMYK colors or grayscale.
DO embed or outline all fonts.
DO create artwork at 300 dpi and 100% of size.
DO use images that are high resolution only (300 dpi).
DO supply Marketplace logos as vector files (.ai or .eps).

DON'T use spot or RGB colors in your ad or images.
DON'T use ruling lines thinner than 0.25 point.
DON'T use fonts without embedding or outlining. Avoid TrueType fonts.
DON'T use compressed or .jpg/.png files as images.

PLEASE SEND ADVERTISING ART FILES and/or ANY ADVERTISING QUESTIONS TO: advertising@hhf.org