



TREATMENT MAGAZINE

Committed to improving addiction outcomes

MEDIA KIT 2022



ELEVATE AND IMPROVE OUTCOMES

for individuals, families and
professionals in the
treatment community.

COMMITMENT

Building on our legacy as the **No. 1 resource for over 20,000 treatment professionals**, we have relaunched and revitalized Treatment Magazine 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.



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

Treatment Magazine is committed to:

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

Treatment Magazine 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, Treatment Magazine 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 corporations and telehealth providers, pharmaceutical companies and many respected brands and services seeking to reach our **engaged audience**.

24,000,000

Individuals seeking support for substance abuse

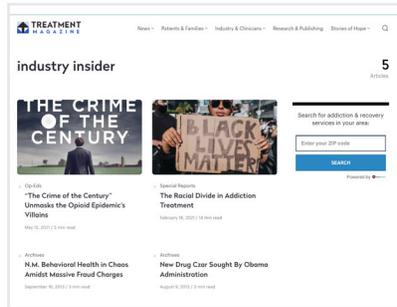
75,000,000

Families and loved ones

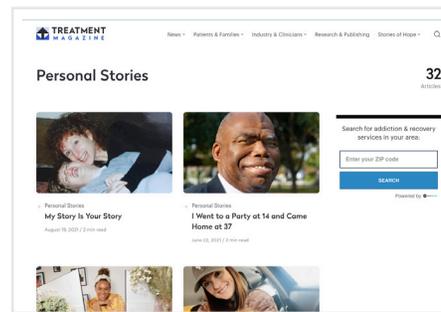
200,000+

Clinicians, executives and decision makers in addiction & treatment

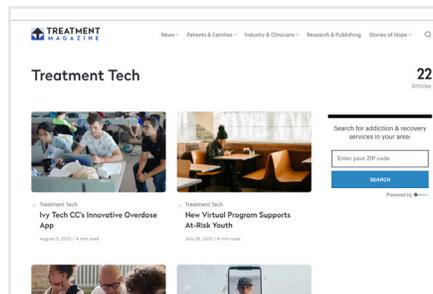
Treatment Magazine Editorial Highlights



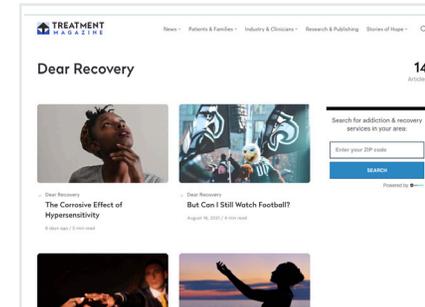
- **Industry Insider** — expert insights and tips for addiction and treatment clinicians and treatment professionals from a Psy.D. addiction and treatment expert who’s been there. Publishes 2x a month



- **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.

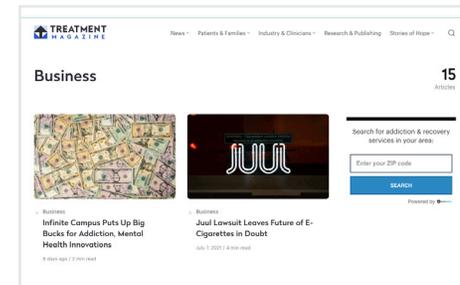


- **Treatment Tech** — expert analysis of the latest sobriety and addiction support tools, apps, products and technology. Publishes 2x a month



- **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

Custom Sponsorship Opportunities

(exclusivity options available)

DISPLAY: Treatment Magazine

UNITS

FREQUENCY

728 x 90
leaderboard

1 month
3 months
(CALL FOR PRICING)

320 x 50
mobile leaderboard

1 month
3 months
(CALL FOR PRICING)

300 x 250
medium
rectangle

1 month
3 months
(CALL FOR PRICING)

DISPLAY: Landing Page or Category-Specific Advertising Pricing

ADVERTISING SALES

Susan Welter

Vice President Partnerships

Susan@treatmentmagazine.com

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* All rates are net rates. Gross rates apply to agencies.

ADVERTISING OPPORTUNITIES

Email Advertising Opportunities

UNITS

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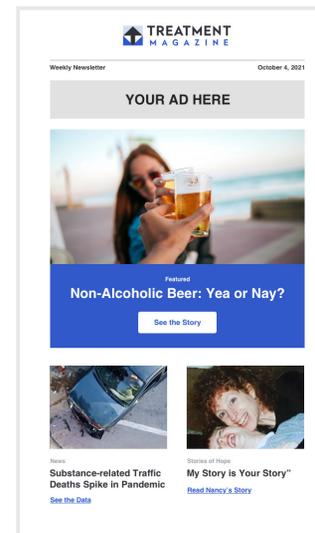
FREQUENCY

1 month
3 months
(CALL FOR PRICING)

1 month
3 months
(CALL FOR PRICING)

1 month
3 months
(CALL FOR PRICING)

The newsletter reaches 80,000 consumers & industry professionals per month.



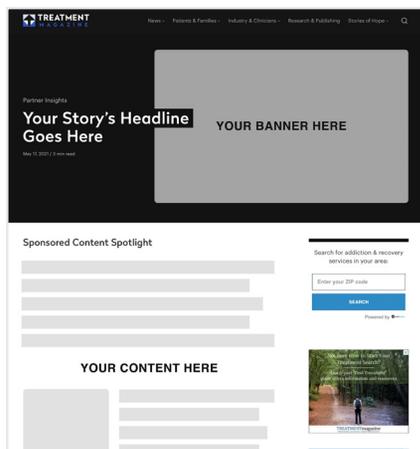
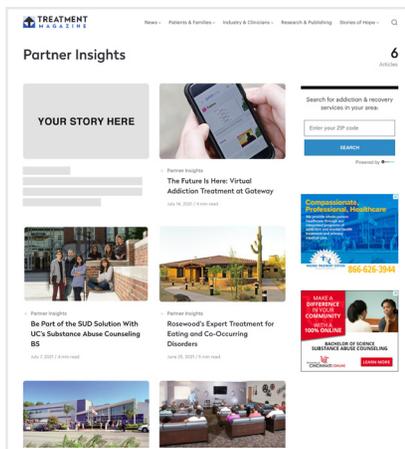
Be the exclusive sponsor of our newsletter 2x per week.

* All rates are net rates. Gross rates apply to agencies.

ADVERTISING OPPORTUNITIES

SPECIAL

Sponsorship Opportunity Treatment Center Sponsored Spotlight



Pricing determined by length of term.
Please call to discuss.

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 and skilled 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 Treatment Magazine Brand Studio”
- ▶ Will live on Find a Treatment Center landing page on TreatmentMagazine.com.



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