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, the relaunched and revitalized TreatmentMagazine.com is expanding our editorial reach to provide essential information and support to individuals struggling with alcohol and substance abuse and their loves ones.

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

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 Aunt Bertha—for all audiences in the treatment community.
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 have retained much of our legacy base and are building it daily through our social channels including Facebook, Twitter and LinkedIn.

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

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

These channels currently reach our more than 20,000 followers on a daily basis.
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
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 15,000 subscribers.

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.

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.

This ultimate resource guide is one of the most popular areas of TreatmentMagazine.com and represents our commitment to offering support, how-to information and helping improve outcomes.
**EDITORIAL**

Addiction information, resources & hope—committed to improving outcomes

**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

**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

**Treatment Tech** — expert analysis of the latest sobriety and addiction support tools, apps, products and technology. 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
Exclusivity/sponsorship opportunities for first 3 months

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or Category-Specific Advertising Pricing

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Ad Unit Opportunities
Be the sole sponsor of each version, per week

1 Consumer
Patients & Family
customer version

2 Weekly Treatment Magazine Newsletter/
Treatment Professionals — (B2B)
Industry & Clinicians professional version
**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

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

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