

NATIONAL OFFICES

Psychology Today

FOR A HEALTHIER LIFE

EASTERN ADVERTISING OFFICE

115 East 23rd Street, 9th Floor
New York, NY 10010-4508
Tel: (212) 260-7210 Fax: (212) 260-7566

Lawrence W. Rose
President
(646) 763-6362

John Thomas
Director of Advertising
(646) 763-6360
johnthomas@psychologytoday.com

Ray Ramcharitar
Production Director, ext. 208
ray@psychologytoday.com

WESTERN ADVERTISING OFFICE

Diana Sofko
Northwest Advertising Manager
P.O. Box 1182
Santa Monica, CA 90406-1182
Tel: (310) 458-6557 Fax: (310) 943-1404
diana@psychologytoday.com

Mary Beth Lee
Southwest Advertising Manager
P.O. Box 122
Topanga, CA 90290-0122
Tel: (310) 455-7178 Fax: (310) 455-7132
marybeth@psychologytoday.com

CLASSIFIED ADVERTISING

Peg Williams
Award Media, Inc.
2930 Hillcreek Cir S
Clearwater, FL 33759-1210
Tel: (800) 223-2821 Fax: (727) 791-8893
pegwms@tampabay.rr.com

Psychology Today

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Advertising Rates & Deadlines

2010

Rate Base: 300,000

www.PsychologyToday.com

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AD RATES

GENERAL GUIDELINES

GENERAL RATES

| Four Color | 1x | 3x | 6x | 9x | 12x |
|------------|--------|--------|--------|--------|--------|
| Full Page | 20,055 | 18,795 | 17,640 | 16,590 | 15,645 |
| 2/3 Page | 14,700 | 13,860 | 13,125 | 12,180 | 11,550 |
| 1/2 Page | 11,550 | 10,920 | 10,185 | 9,555 | 8,925 |
| 1/3 Page | 7,770 | 7,350 | 6,930 | 6,615 | 6,300 |

| Two Color | 1x | 3x | 6x | 9x | 12x |
|-----------|--------|--------|--------|--------|--------|
| Full Page | 17,115 | 15,960 | 15,015 | 14,175 | 13,440 |
| 2/3 Page | 12,600 | 11,760 | 11,130 | 10,395 | 9,765 |
| 1/2 Page | 9,765 | 9,240 | 8,610 | 8,085 | 7,560 |
| 1/3 Page | 6,720 | 6,300 | 5,880 | 5,460 | 5,040 |

| Black & White | 1x | 3x | 6x | 9x | 12x |
|---------------|--------|--------|--------|--------|--------|
| Full Page | 13,755 | 12,810 | 11,970 | 11,340 | 10,605 |
| 2/3 Page | 10,080 | 9,450 | 8,820 | 8,400 | 7,770 |
| 1/2 Page | 7,875 | 7,350 | 6,930 | 6,615 | 6,195 |
| 1/3 Page | 5,460 | 4,935 | 4,620 | 4,410 | 4,200 |

| Covers | | |
|--------|--------|--|
| 2 | 23,065 | |
| 3 | 22,060 | |
| 4 | 24,065 | |

DIRECT RESPONSE RATES

| Four Color | 1x | 3x | 6x | 9x | 12x |
|------------|--------|--------|--------|--------|--------|
| Full Page | 16,800 | 15,750 | 14,805 | 13,965 | 13,230 |
| 2/3 Page | 12,495 | 11,760 | 11,130 | 10,500 | 9,870 |
| 1/2 Page | 10,080 | 9,450 | 9,030 | 8,400 | 7,980 |
| 1/3 Page | 7,140 | 6,720 | 6,405 | 6,090 | 5,775 |

| Two Color | 1x | 3x | 6x | 9x | 12x |
|-----------|--------|--------|--------|--------|--------|
| Full Page | 14,280 | 13,440 | 12,600 | 11,760 | 11,130 |
| 2/3 Page | 10,710 | 9,975 | 9,450 | 8,820 | 8,400 |
| 1/2 Page | 8,610 | 7,980 | 7,455 | 7,035 | 6,720 |
| 1/3 Page | 6,195 | 5,775 | 5,250 | 4,935 | 4,725 |

| Black & White | 1x | 3x | 6x | 9x | 12x |
|---------------|--------|-------|-------|-------|-------|
| Full Page | 10,605 | 9,765 | 9,240 | 8,715 | 8,190 |
| 2/3 Page | 7,665 | 7,245 | 6,930 | 6,510 | 6,195 |
| 1/2 Page | 6,405 | 5,880 | 5,460 | 5,040 | 4,830 |
| 1/3 Page | 4,515 | 4,200 | 3,990 | 3,780 | 3,570 |

| Education, Emporium & Book Bazaar 4C/BW | 1x | 3x | 6x |
|---|-------------|-------------|-------------|
| 1/2 Page | 6,400/6,200 | 5,775/5,565 | 5,355/5,145 |
| 1/3 Page | 3,360/3,150 | 3,150/2,940 | 3,045/2,835 |
| 2/9 Page | 2,940/2,730 | 2,730/2,520 | 2,520/2,300 |
| 1/6 Page | 1,995/1,890 | 1,890/1,785 | 1,785/1,680 |
| 1/9 Page | 1,470/1,365 | 1,365/1,260 | 1,260/1,155 |

| Standard BRC (Supplied)* | |
|--------------------------|--------|
| BRC (75# stock) | 13,125 |

| Inserts (Supplied)** | |
|-------------------------|--------|
| Single leaf (75# stock) | 20,055 |
| Double leaf (75# stock) | 36,100 |

* Must be accompanied by full or 1/2 page ad, bind-in & postage costs are additional.
 ** For additional page insert costs, please contact your sales representative.

ALL RATES ARE GROSS

ISSUES & CLOSING DATES

| ISSUE DATE | ON SALE | AD CLOSING | MAT. DUE |
|----------------|---------------|---------------|---------------|
| Jan./Feb. '10 | Jan. 05, '10 | Nov. 06, '09 | Nov. 13, '09 |
| Mar./Apr. '10 | Mar. 16, '10 | Jan. 15, '10 | Jan. 22, '10 |
| May/June '10 | May 04, '10 | Mar. 05, '10 | Mar. 12, '10 |
| July/Aug. '10 | July 06, '10 | May 07, '10 | May 14, '10 |
| Sept./Oct. '10 | Sept. 07, '10 | July 02, '10 | July 09, '10 |
| Nov./Dec. '10 | Nov. 02, '10 | Sept. 03, '10 | Sept. 10, '10 |

COMMISSION & INVOICING

AGENCY COMMISSION: 15% of gross billing to recognized agencies.
 INVOICES: Rendered mid-month preceding date of issue.
 PAYMENT TERMS: Net 30 days.

SPECIAL UNITS

Gatefolds, booklets, special insert sections available on a limited basis. Bind-in cards are available on an advertiser supplied or shared basis. Cards must be accompanied by a full page advertisement. Random or perfect A/B splits available. Rates and specifications available from your sales representative.

PRODUCTION SPECIFICATIONS

Psychology Today magazine is produced computer-to-plate (CTP) and material supplied must adhere to the recommended Specifications for Web Offset Publication (SWOP).

Full Page Ads: PDF/X-1a:2001 format only. Careful attention must be paid to the proper creation of PDF/X-1a:2001 files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/X-1a:2001 file is saved. Use only Postscript fonts—no TrueType fonts or font substitutions. Images must be a high resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. All transparencies must be flattened. File should be right reading, portrait mode, 100% size, and no rotations. PDF/X-1a:2001 must include standard trim, bleed and center marks in all separations. Crop marks should offset from trim by 1/8" (No marks included in the "live" image area). If native application files (QuarkXpress, InDesign, Photoshop, or Illustrator, etc.) are submitted for full page ads, conversion charges will apply. We do not accept full page ads via email or ftp.

Fractional Ads: QuarkXpress (collect for output with all necessary images & fonts), Illustrator eps (flattened and text converted to outlines), or Photoshop eps or tiff at 300 resolution. Images must be SWOP (CMYK or Grayscale), TIFF or EPS format files at 300 resolution in Macintosh format. No RGB files accepted. A SWOP digital contract proof that matches the supplied digital ad for content and color must be supplied. Contact the production department to confirm your specifications. Printing material will be retained for one year and then destroyed unless return is requested. **Send materials to: Production Department PSYCHOLOGY TODAY 115 East 23rd St., 9th Fl, New York, NY 10010 Tel: 212-260-7210 ext. 208**

COPY & CONTRACT REGULATIONS

Advertisements not arriving to spec are subject to production fees. Typesetting changes done to ad beyond keycode changes are subject to production fees. Publisher is not liable for tracking code errors. Publisher is not liable for print quality of advertisements not arriving to spec or without a SWOP contract proof. Advertisements that look, in the publisher's opinion, like the publication's editorial pages will be marked "Advertisement." Changes in orders must be made two weeks prior to closing date of issue. Cancellations made at or after official closing date will be subject to short rates. No conditions other than those set forth in this rate card shall be binding on the publisher unless agreed to in writing by the publisher.