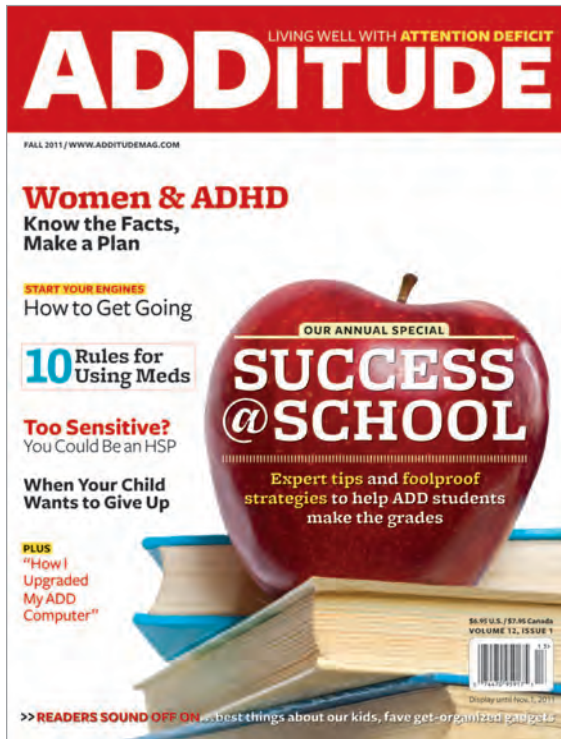


MISSION



ADDitude helps children and adults with attention deficit disorder lead more successful lives—at home, at school, at work, and in their communities.

ADDitude provides consumer-friendly health reporting, medical news, and lifestyle advice for families and individuals affected by ADD. Informative and inspiring, each issue is filled with timely articles focusing on real people living with this disorder. Drawing on an Editorial Advisory Board of leading medical and scientific experts, and on editors who keenly understand readers' needs, *ADDitude* has become a trusted resource that many readers simply wouldn't want to live without.

Advertisers whose products and services help people with ADD will find that *ADDitude* is the best way to reach—and grab the attention of—the national ADD audience. It's a super-targeted multimedia resource that can help ADD advertisers grow their businesses.

FILLING A NEED

ADDitude reaches an influential audience with vital information.

People affected by ADD need information!

ADD is a complex disorder that has only been well-diagnosed and treated on a large scale in the past 20 years. *ADDitude* magazine helps those affected, their families, and spouses, by providing advice for diagnosis, treatment, parenting, social skills, organization, and general well-being. *ADDitude* magazine is the trusted resource for clear advice and useful tools to manage ADD/ADHD.

ADDitude receives close attention from readers.

- > Average time spent with each issue: 1 hour, 50 minutes
- > 92% describe *ADDitude* as extremely or very useful
- > 88% have recommended the magazine to a friend
- > 83% have acted on information read or seen in *ADDitude*: sought the advice of a medical professional, altered a coping strategy or routine

ADDitude readers research products and services found in the magazine, including therapeutic, coaching, and clinical services, organizational materials and gadgets, schools, camps, books, and publications.

LIVING WELL WITH **ATTENTION DEFICIT**
ADDITUDE

People who read *ADDitude* spread information!

79% have recommended a product or service relating to ADD to a friend or acquaintance.

Readers rank these as the most important topics covered by *ADDitude*:

1. Tips for parenting ADD/ADHD children
2. Treatment options for ADD/ADHD
3. How to succeed at school
4. Organizational tips for home, school, and work
5. Time management techniques for children and adults

SOURCE: *ADDitude* subscriber survey, June-July 2009

A TRUSTED RESOURCE

“This is a magazine that is needed by every parent of an ADD child.” —OPRAH WINFREY

“Think of it as the Time and Newsweek for people with ADD.”—ABOUT.COM

“I don’t remember how I found your magazine, but it has been invaluable on our journey.”

—KAREN PETERSON, subscriber

Every issue contains a wide range of service and lifestyle articles for individuals and families dealing with ADD. Many articles are written by medical and psychological experts, including M.D.s and Ph.D.s. The typical edit-ad ratio is 67% to 33%. *ADDitude* devotes edit to parents of children with ADD and to adults with ADD:

- Look for advice from ADD/ADHD experts in every issue:
 - > **Dr. Larry Silver** answers medical questions from readers
 - > **Dr. Ned Hallowell**, psychiatrist, author, and founder of the Hallowell Centers for Cognitive and Emotional Health, helps our readers with all kinds of life issues
 - > **Melissa Orlov** helps readers solve relationship problems
 - > **Robert Tudisco**, a practicing attorney, advises readers about ADD and the law
 - > **Peter Jaksa, Ph.D.**, renowned clinical psychologist working exclusively with children and adults with ADD, shares much-needed advice on topics from discipline to treatment
 - > **Sandy Maynard**, a pioneer in the field of ADD coaching, advises readers about effectively managing their lives
- In every issue, find features or special reports on these important topics:
 - > Parenting tips from diagnoses and treatment, to choosing the right school and activities for your child, and managing home and siblings
 - > Advising adults with relationships, workplace, organization, treatment, and life management
 - > Exploring the options for treatment of ADHD in children and adults
 - > Latest research and findings about ADD/ADHD
- *ADDitude* is a number one resource for the latest research and treatments of ADD/ADHD.
- Every issue contains lifestyle articles on important topics, such as relationships, social skills, medication, organization, thriving in the workplace, nutrition, and time management.

EDITORIAL LEADERSHIP

ADDitude draws on the abilities and perspectives of a talented team of editors and nationally renowned medical experts to ensure the accuracy and relevance of its contents.



Editor Wayne Kalyn rejoined *ADDitude* in September 2007, having also led the magazine for a period in 2004. Mr. Kalyn has deep roots in consumer health and lifestyle

publishing. From 2004 to 2007 he served as editor of Jungle Media's four magazines for young professionals. Earlier in his career, he spent six years as editorial director of Reader's Digest Books, working on health titles such as *The Complete Guide to Pain Relief*, *The Healing Power of Vitamins, Minerals, and Herbs* and *Taking Charge of Arthritis*. He also was a senior editor at *Men's Journal*, helping it win the 1995 National Magazine Award for General Excellence. Kalyn's writings have appeared in national publications including *Health*, *Parenting*, *People*, *Reader's Digest*, *Good Housekeeping*, and *The New York Times*.

Editor in Chief & Publisher Susan Caughman is the founder of New Hope Media. She spent more than 20 years in senior positions in publishing, consumer marketing, financial management, and brand development before starting New Hope in 2000. She was president & CEO of American Family Enterprises from 1996 to 2000, and before that she served as senior vice president of consumer marketing at Time Inc. She has worked for some of the most respected magazines in the world during her career, including *Time*, *Life*, and *Newsweek*. Caughman is a graduate of the Yale School of Management and Middlebury College, and she is a member of the board of the Independent Magazine Advisory Group of the Magazine Publishers Association.

Editorial Advisory Board

Chairman

Larry Silver, M.D.

GEORGETOWN UNIVERSITY MEDICAL SCHOOL; WASHINGTON, DC
Author of *The Misunderstood Child: Understanding and Coping With Your Child's Learning Disabilities*

Russell Barkley, Ph.D.

MEDICAL UNIVERSITY OF SOUTH CAROLINA; CHARLESTON, SC

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BAYLOR COLLEGE OF MEDICINE; HOUSTON, TX

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THE HALLOWELL CENTER; SUDBURY, MA
Instructor at Harvard Medical School; author of *Driven to Distraction* and nine other books

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PRESIDENT, ADD CENTERS OF AMERICA; CHICAGO, IL
Former president of national Attention Deficit Disorder Association; author of *25 Stupid Mistakes Parents Make*

Peter Jensen, M.D.

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NEW YORK, NY

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NEW YORK UNIVERSITY MEDICAL SCHOOL; NEW YORK, NY

Harold Koplewicz, M.D.

NEW YORK UNIVERSITY MEDICAL SCHOOL; NEW YORK, NY
Author of *It's Nobody's Fault: New Hope and Help for Difficult Children and Their Parents*

Michele Novotni, Ph.D.

PRESIDENT, ATTENTION DEFICIT DISORDER ASSOCIATION
MALVERN, PA

Patricia Quinn, M.D.

WASHINGTON, DC
Co-creator of *ADDvance*, a Web site for women and girls with ADD; author of *Adolescents and ADD* and *ADD and the College Student*

Karen Wagner, M.D., Ph.D.

UNIVERSITY OF TEXAS MEDICAL BRANCH; GALVESTON, TX

Timothy Wilens, M.D.

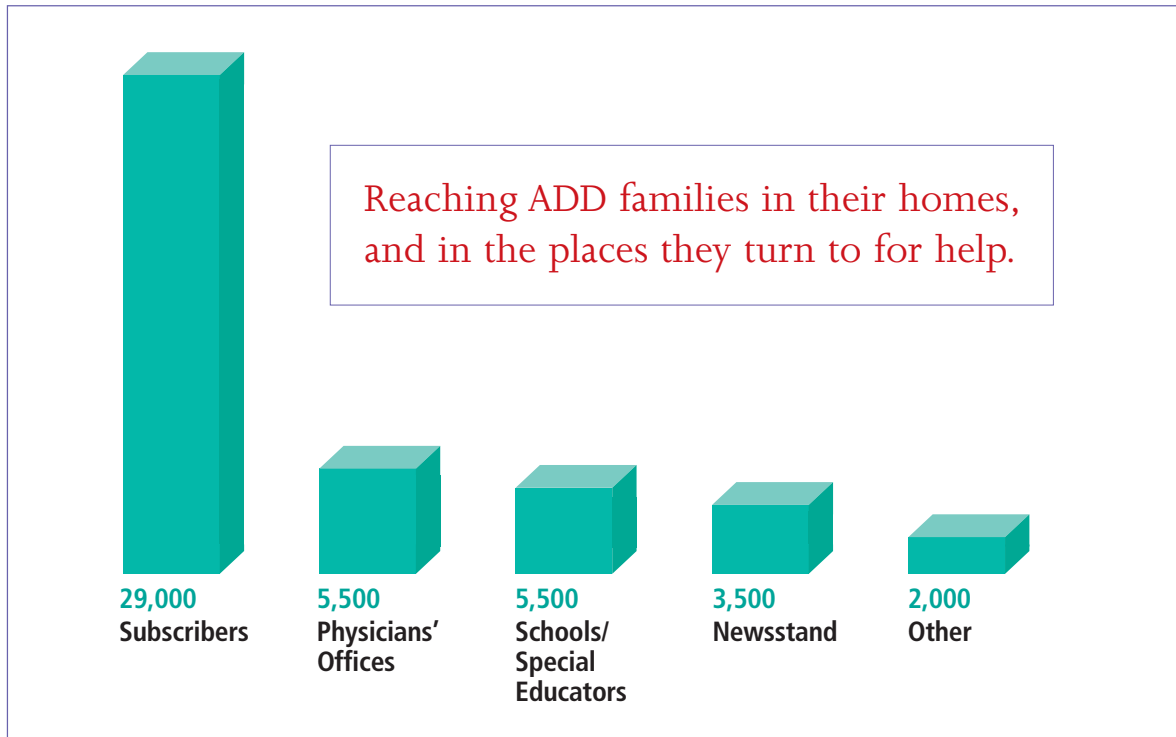
HARVARD MEDICAL SCHOOL; BOSTON, MA
Author of *Straight Talk About Psychiatric Medications for Kids*

READERSHIP

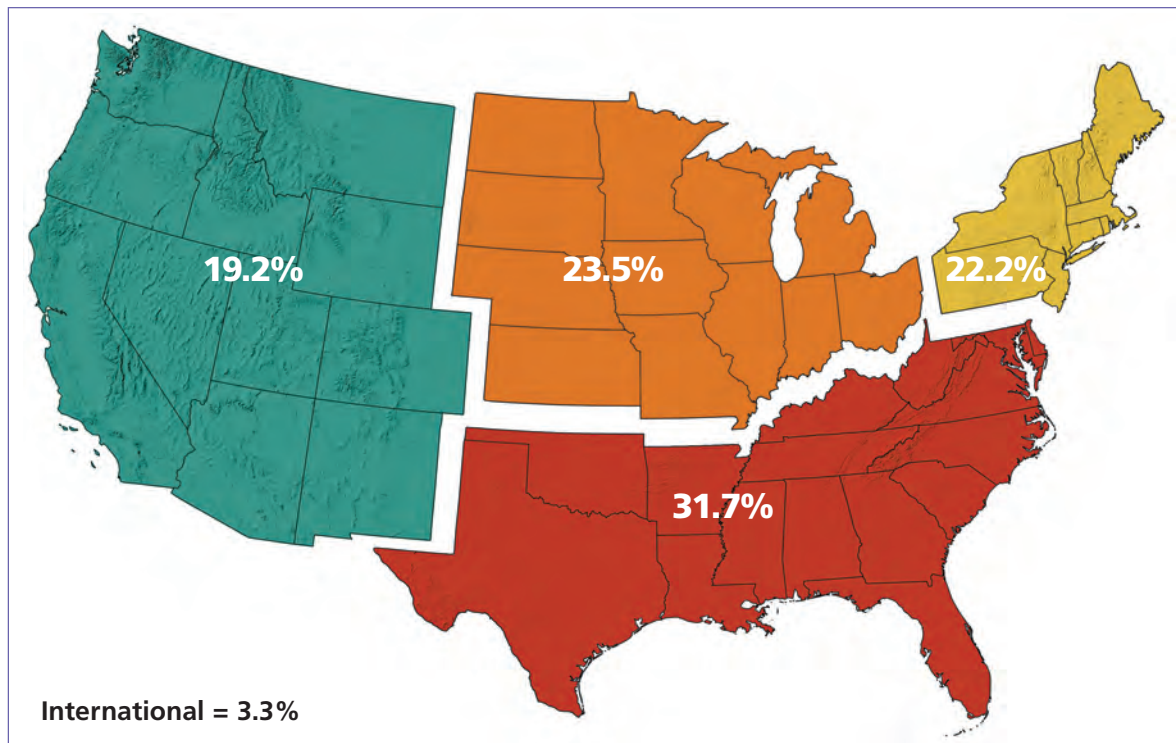
■ Female	91%
One or more children diagnosed with ADD in HH	79%
One or more adults diagnosed with ADD in HH	58%
One or more children diagnosed with learning disabilities in HH	31%
■ Age	
35-44	40%
45-54	32%
25-34	17%
■ Median age of primary reader	43
■ Average no. of children in home: 1.6 (all HHs), 1.9 (HHs with children)	
No. of children:	
1+	85%
2+	55%
3+	20%
■ Average HH visits in past year to:	
Psychiatrist	4.1
Psychologist	6.1
Pediatrician	3.3
Neurologist	0.6
■ HH member has taken medication prescribed by a physician within past year	
for ADD or ADHD:	89%
■ HH member hired a coach or consultant for help in coping with ADD in past year:	13%
■ ADD first diagnosed:	
Within past year	17.7%
1-2 years	18.4%
3-5 years	27.2%
6+ years	36.7%

*Source: *ADDitude* subscriber survey, June-July 2009

CIRCULATION



Readership = 3.6 readers per copy
Circulation = 45,000 copies per issue



2012 EDITORIAL & PLANNING CALENDAR

ISSUE

Special Edit With Focus On:

Spring	Specialized Camps, Schools, Summer Programs
Summer	Women & Girls with AD/HD, Planning Successful Summers
Fall	Back to School, Success at School Special Section
Winter	Alternative and Augmentative AD/HD Therapies, Holiday Tips

IN EACH ISSUE

Complete, comprehensive sections to live better with attention deficit:

- Parenting AD/HD children
- Adults with AD/HD
- Treatment
- School
- News, Recommendations
- Reviews
- Expert Advice Columns
- Personal Stories
- Outstanding Features

PLANNING CALENDAR

Issue	Space Reservation Due	Ad Material Due	Publication Date
Spring	12/05/2011	12/30/2011	2/07/2012
Summer	3/05/2012	3/30/2012	5/08/2012
Fall	6/04/2012	6/29/2012	8/07/2012
Winter	9/03/2012	10/05/2012	11/13/2012

ONLINE ADVERTISING

ADDITUEMAG.COM

Avg. unique visitors per month 160,000
Avg. ad impressions per month 2.2 million
Avg. time spent 5:22 (min.)
Avg. pages per visit 6.8

ADDCONNECT.COM

Community website with 13,000 members

Target an Audience Based on Content:

Available Channels:

- > Homepage
- > ADHD Treatment
- > Parenting & ADHD Children
- > School & Learning Disabilities
- > About ADHD
- > Adult ADHD
- > Keyword Search

Resource Directory Listings:

- > Online listing for \$199 a year for professionals, goods, and services

Available banner sizes (pixels):

728x90
300x250
300x100
160x600
160x300
120x240
468x60 (centered in 728x90 space)

E-NEWSLETTERS

Delivered weekly to more than 144,000 opt-in subscribers on the following topics:

- > General/Best Of 4X a month
- > Parenting 2X a month
- > Adult 2X a month
- > Treatment 2X a month
- > School 2X a month
- > Success at School Series, Aug. 15 to Nov. 1

Average open rate 20%-25%
Available ad size 300x250

Customized online advertising programs available.

Contact Anne Mazza at 646 366-0844
or anne@newhopemedia.com

for online rates and customized advertising programs.

