


# Psychology Today

A close-up portrait of a woman with dark brown hair pulled back, revealing a central part. She has light blue eyes and is looking directly at the camera with a neutral expression. The background is a soft, out-of-focus white, suggesting a clinical or professional setting.

## MEDIA KIT 2024

16 West 22nd Street, Suite 200, New York City, New York 10010  
telephone 212-260-7210 website [www.PsychologyToday.com](http://www.PsychologyToday.com)



**Psychology Today**

OUR MISSION

*Psychology Today*  
is devoted to  
everyone's  
favorite subject:  
**OURSELVES.**

For over 55 years,  
*Psychology Today*  
has dedicated itself  
to exploring the  
connections between  
mind, body, and spirit!

In every issue,  
*Psychology Today* addresses  
why we behave the way  
we do and how we engage  
with the world around us,  
as well as how we react to  
life stages, including birth,  
career choices, marriage,  
adversity, and success.

*Psychology Today* assists  
our readers with making  
healthy lifestyle decisions by  
embracing positive behavioral  
changes that influence not  
only themselves but also  
the world around them!

## TRUSTED EDITORIAL

### Top 10 Reasons Readers Keep Coming Back



Self-Improvement

1



Relationships

2

Medical Advice



3

Professional Interest



4



Sexuality

5

Food & Nutrition



6

Family/  
Parenting



7

Alternative  
Medicine



8

Career  
Issues



9

Physical Health/  
Fitness

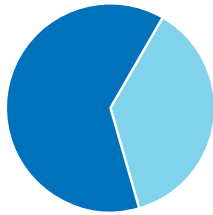


10

## DEMOGRAPHICS

### Readership

■ 60% female  
■ 40% male



### Employment



Employed



Professional/  
Managerial

### Education



Attended/  
Graduated  
College+

### Circulation

Guaranteed Rate Base.....	275,000
Readers Per Copy.....	9.24
Total Audience.....	2,541,000

Median Age ..... 43

18-49



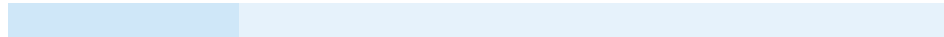
61%

25-54



50%

35-49



25%

### Income

Average HHI ..... \$105,133



\$40,000+ ..... 73%

\$50,000+ ..... 67%

\$60,000+ ..... 60%

### Social Media



7.3M likes



1.2M followers



680K followers



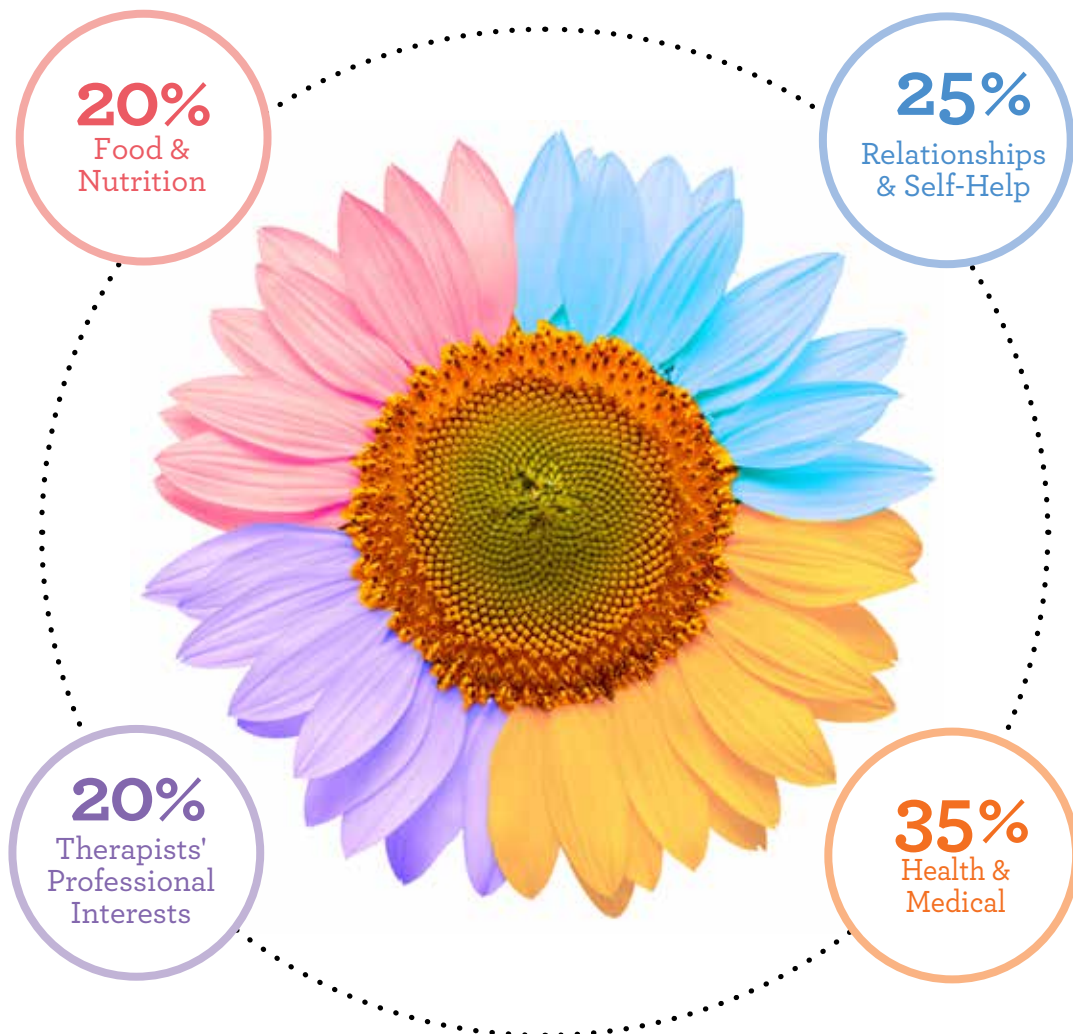
1M followers

## EDITORIAL BREAKDOWN

### A Healthy Editorial Mix

*Psychology Today* embraces the fact that wellness is as much about self-awareness and self-care as it is physical health. Every issue offers trusted advice from experts in the fields of relationships and self-esteem, sexual health, nutrition, and everyday health issues.

By putting into perspective the latest research and trends, *Psychology Today* provides useful advice that's balanced and inspirational, offering a step-by-step plan for healthy living on topics that are designed to help readers take immediate action in their lives.



## EDITORIAL FEATURES

### INSIGHTS

#### Unconventional Wisdom

A sassy advice column by Editor-at-Large Hara Estroff Marano that addresses sexual, emotional, and familial quandaries with insight and verve.

#### Q&A

Scientists, artists, philosophers, and other bright minds speak with us about their work and offer new perspectives on human behavior.

#### News & Tips

We explore fresh and helpful research on topics from neuroscience to relationships, motivation to human development and planning for the future, breaking down new findings into usable information.

### POV

#### Two-Minute Memoir

First-person narratives that capture life-changing moments and revelations.

#### Solutions

From loving well to understanding addiction, a rotating cast of writers addresses contemporary issues with unusual insight.

#### Books

We analyze and compare new releases on topics ranging from the secrets of spies to the quest for immortality.

#### One Question

From a mass shooting survivor to an olympic athlete struggling with mental health, this magazine closer profiles an individual who has a novel, surprising, or inspirational insight about the human experience.

### PERSONALITY

#### Personality Traits and Types

An exploration of the eternally fascinating parade of temperaments, traits, and behaviors we all encounter, from the people-pleaser to the victim-martyr.

#### Eccentric's Corner

A probing conversation with zany, mysterious, and brilliant artists, ground-breaking scientists, and other unconventional characters who shed light on our favorite subject—ourselves.

## EDITORIAL FEATURES

### HEALTH

#### Supplemental Science

The freshest and most reliable information about the nutrients that enrich our physical and mental well-being.

#### Mind Your Body

A dive into the many unusual ways mind and body interact. Tips for improved mood and optimal health, from ways to get the most out of your doctor visits to physical and emotional pick-me-ups.

#### Nature's Bounty

From a top chef's focus on nutrition and taste to a grower's dedication to the functional properties of his crops, this feature takes a look at every stage of our food, from cultivation to consumption to the human behavior it supports.

### RELATIONSHIPS

#### Mating

From first dates to long-term love, we illuminate the ties that bind us and the pathways to deeply satisfying lives together.

#### Sex

The hottest topics in sexuality—from unexpectedly attractive traits to the meaning of our fantasies—are explored here.

#### Social Life

Human beings are social animals, and the tenor of our social life is one of the most important influences on our mental health and our longevity. We document the ever-evolving ways people connect—or not.

## Supplemental Science delivers the latest facts, research and information on vitamins and other nutritional boosters that support brain health and overall well-being.

### Topics for 2024

ISSUE	TOPIC	SPACE CLOSE
January/February	<b>Brain Health</b>	11/03/23
March/April	<b>Concentration/Focus</b>	01/05/24
May/June	<b>Gut Health/Microbiome</b>	03/01/24
July/August	<b>Memory</b>	05/03/24
September/October	<b>Sleep</b>	07/05/24
November/December	<b>Anxiety</b>	09/06/24

**Health** SUPPLEMENTAL SCIENCE

### Feeding Immunity

Challenging seasonal pathogens requires several specific nutrients.

**By Hara Estroff Marano**



**I**n 2023, at least 1.1 billion people were sick with the flu. The season was particularly bad in the United States, with 100 million people getting sick and 100,000 deaths. The flu virus is a common seasonal pathogen, but it's not the only one. Other seasonal pathogens include the common cold, COVID-19, and various types of pneumonia. These viruses and bacteria are constantly circulating in the air, and we're all exposed to them. But our immune systems aren't always up to the task. That's where supplemental nutrients come in. They can help boost our immune system, making it more effective at fighting off these pathogens. The most important nutrients for this are vitamin C, zinc, and selenium. Vitamin C is a powerful antioxidant that helps white blood cells fight off infections. Zinc is essential for the function of many immune cells. Selenium is a trace mineral that acts as a powerful antioxidant and helps regulate the immune system. These nutrients are found in a variety of foods, but it can be difficult to get enough of them from diet alone. That's why many people take supplements. There are many different brands and formulations available, so it's important to choose one that's high quality and contains the right combination of nutrients. Look for a supplement that contains at least 1,000 mg of vitamin C, 50 mg of zinc, and 200 mcg of selenium. It's also a good idea to take these supplements daily, rather than just during the flu season. Your immune system needs these nutrients every day to stay healthy. So, if you're looking for a way to boost your immunity, consider taking a high-quality supplement that contains these essential nutrients. It's a simple, natural way to support your health and keep you strong all year long.

**Health** SUPPLEMENTAL SCIENCE

### How to Maintain Your Brain

Can a Mediterranean diet paired up with plant polyphenols delay brain aging? **By Hara Estroff Marano**



**T**he brain is a complex organ that requires a lot of energy to function. It's also one of the most vulnerable organs in the body, as it's constantly exposed to oxidative stress and inflammation. This can lead to brain aging, which is a natural part of the aging process. But there are ways to slow down this process. One of the most effective ways is through diet. The Mediterranean diet is a well-known example of a brain-healthy diet. It's rich in fruits, vegetables, whole grains, and healthy fats. This diet has been shown to reduce the risk of cognitive decline and dementia. Another way to support brain health is through the use of plant polyphenols. These are natural compounds found in many fruits and vegetables. They have powerful antioxidant and anti-inflammatory properties. Some of the most studied polyphenols for brain health are flavonoids, such as quercetin and resveratrol. These compounds have been shown to improve blood flow to the brain, reduce oxidative stress, and protect against neurodegenerative diseases. So, if you're looking for ways to maintain your brain health, consider adopting a Mediterranean diet and incorporating more plant polyphenols into your diet. You can find these nutrients in a variety of foods, including berries, grapes, green tea, and dark chocolate. It's important to eat these foods in their whole form, rather than as supplements. The natural combination of nutrients in these foods is what makes them so powerful for brain health. So, eat up! Your brain will thank you.

**Health** SUPPLEMENTAL SCIENCE

### Anxiety: A Metabolic Disorder?

The most basic, comprehensive guide to energy, stress, and the most direct treatment may be dietary. **By Hara Estroff Marano**



**M**ore than 40 million people in the United States suffer from anxiety disorders. It's a complex condition that can be debilitating. For a long time, anxiety was thought of as a purely psychological issue. But now, there's growing evidence that it may be a metabolic disorder. This means that it's related to the way our bodies process energy and manage stress. The most common metabolic disorder associated with anxiety is insulin resistance. This is a condition where the body's cells don't respond properly to insulin, a hormone that helps regulate blood sugar. Insulin resistance can lead to high blood sugar, which in turn can lead to anxiety. Other metabolic factors that can contribute to anxiety include thyroid dysfunction, vitamin deficiencies, and chronic inflammation. So, if you're struggling with anxiety, it might be worth looking at your diet and lifestyle. Making small changes can have a big impact. For example, eating a diet rich in whole grains, fruits, and vegetables can help improve insulin sensitivity and reduce inflammation. Regular exercise is also a powerful tool for managing anxiety. It helps burn off excess stress hormones and releases endorphins, which are natural mood lifters. Getting enough sleep is also crucial. Sleep deprivation can worsen anxiety. So, if you're looking for a more direct treatment for your anxiety, consider focusing on your diet and lifestyle. It's a natural, holistic approach that can address the root causes of the problem. Talk to your doctor about the best way to manage your anxiety. They can help you understand your metabolic health and recommend the most effective treatment plan for you. Your health is worth the effort.

Editorial Contact  
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 Editor-at-Large/Health & Nutrition  
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## ONLINE

### STATISTICS

#### Traffic

Unique Visitors \_\_\_\_\_ **21.4 million/month**  
 Page Views \_\_\_\_\_ **52 million/month**  
 Average Time on Site \_\_\_\_\_ **2.4 minutes**

#### Gender

Male \_\_\_\_\_ **42.1%**  
 Female \_\_\_\_\_ **57.9%**  
 Median Age \_\_\_\_\_ **34 yrs.**

#### Household Income

\$75K+ \_\_\_\_\_ **49%**  
 \$100K+ \_\_\_\_\_ **33%**

#### Education

Attended/Graduated College \_\_\_\_\_ **61%**  
 Attended/Graduated Graduate School \_\_\_\_\_ **17%**

### Top 5 Topics on Site

- Depression/Anxiety
- Wellness
- Healthy Sexuality
- Education
- Brain

**52**  
**MILLION**  
 PAGE VIEWS  
 PER MONTH

### 5 UNIQUE FEATURES

1. Over 50+ new articles every day
2. 1,000+ Expert Bloggers
3. The Therapy Directory
4. The Facility Directory
5. Over 50 Online Health Tests

#### Digital Specs:

<https://www.psychologytoday.com/us/docs/about-psychology-today>

Source: comScore August 2023

### DESKTOP

The desktop screenshot shows the article '7 Signs You're Not Mentally Strong, You're Just Acting Tough'. Ad placements are marked as follows:

- 1a:** 300x250 (Yellow box)
- 1b:** 300x600 (Orange box)
- 2:** 300x600 (Orange box)
- 3:** 300x250 (Orange box)
- 4:** 300x250 (Orange box)
- 5:** 728x90 (Orange box)

### MOBILE

The mobile screens show the article on a smartphone. Ad placements are marked as follows:

- M1:** 300x250 (Yellow box)
- M2:** 300x250 (Yellow box)
- M3:** 300x250 (Yellow box)

## DIRECTORIES

### THE **BEST** FIT FOR EVERY PERSONALITY

Psychology Today's  
**Therapy Directory**  
helps clients find  
the right therapist  
or treatment center.

Generates **more than a million referrals** a year

Searches can be refined  
by **location, insurance,  
price, & specialty**

**Mobile, tablet, &  
desktop** responsive

Includes  
**300,000+** therapists  
& treatment centers

sex addict



anxious



bipolar



detoxing



abused



depressed



insomniac



narcissistic



grieving



anorexic



alcoholic



antisocial



defiant



gambling addict



impotent



## 2024 CLOSING DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
January/February	11/03/23	11/10/23	01/02/24
March/April	01/05/24	01/12/24	03/05/24
May/June	03/01/24	03/08/24	05/07/24
July/August	05/03/24	05/10/24	07/02/24
September/October	07/05/24	07/12/24	09/03/24
November/December	09/06/24	09/13/24	11/05/24



# Psychology Today

## NEWSSTAND DISTRIBUTION

### Book & Music Stores

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### General Retail

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### Supermarkets

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### Health Food Stores

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### Drugstores

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## 2024 RATES

### GENERAL RATES

Rate Base: 275,000

Four Color	1x	3x	6x	9x	12x
<b>Full Page</b>	20,055	18,795	17,640	16,590	15,645
<b>2/3 Page</b>	14,700	13,860	13,125	12,180	11,550
<b>1/2 Page</b>	11,550	10,920	10,185	9,555	8,925
<b>1/3 Page</b>	7,770	7,350	6,930	6,615	6,300
Two Color	1x	3x	6x	9x	12x
<b>Full Page</b>	17,115	15,960	15,015	14,175	13,440
<b>2/3 Page</b>	12,600	11,760	11,130	10,395	9,765
<b>1/2 Page</b>	9,765	9,240	8,610	8,085	7,560
<b>1/3 Page</b>	6,720	6,300	5,880	5,460	5,040
Black & White	1x	3x	6x	9x	12x
<b>Full Page</b>	13,755	12,810	11,970	11,340	10,605
<b>2/3 Page</b>	10,080	9,450	8,820	8,400	7,770
<b>1/2 Page</b>	7,875	7,350	6,930	6,615	6,195
<b>1/3 Page</b>	5,460	4,935	4,620	4,410	4,200

Covers	
<b>Second</b>	23,065
<b>Third</b>	22,060
<b>Fourth</b>	24,065

### SPECIAL SECTIONS

Education & Emporium	1x	3x	6x
<b>1/2 Page</b>	6,400	5,775	5,355
<b>1/3 Page</b>	3,360	3,150	3,045
<b>2/9 Page</b>	2,940	2,730	2,520
<b>1/6 Page</b>	1,995	1,890	1,785
<b>1/9 Page</b>	1,470	1,365	1,260

### Standard BRC (Supplied)\*

<b>BRC (75# stock)</b>	13,125
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### Inserts (Supplied)\*\*

<b>Single leaf (75# stock)</b>	20,055
<b>Double leaf (75# stock)</b>	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

## SPECS

*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

**File format: 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; no RGB images. 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 trim marks, bleed and center marks in all separations. 4-color black type is not recommended. Publisher is not liable for print quality of advertisements not arriving to SWOP specifications.

**Bleed ads:** Image or color bleeds must extend 1/8" beyond the trim line on all sides.

**Crop marks/Trim marks:** They should offset from trim by 1/4". Marks are not to touch live image or bleed area.

### Fractional Page (including Education and Emporium)

**File format: Illustrator .eps** (layers must be flattened and text converted to outlines) or **Photoshop .eps/.tiff** (layers must be flattened, no .psd file) at 300 resolution. Any unused colors must be deleted. Line art used at 100% should be 1200 dpi; used at 50%, it can be 600 dpi; it should not be used at any size smaller than 50%. All color artwork/illustrations or photographs must be saved as CMYK. No RGB files accepted. Trim marks are not required. Publisher is not liable for print quality of advertisements not arriving to specifications. *Please check your file carefully before you send it.*

**File Naming:** All files must be labeled correctly with *advertiser name* and *magazine issue date* (example: kashi\_feb2019). Limit file name to 24 characters including the extensions. Do not use spaces and illegal characters such as ("`~@#%&\*()!{}[]/'\"";) in file names. Please check your file carefully before you send it.

**Material Deadline:** Materials are due at 5 pm EST on material due date or extension date.

**Delivery:** We accept materials via email to **ray@psychologytoday.com**. Please include *advertiser name* and *magazine issue date* in the subject line of the email (example: Kashi-Feb 2019).

**Proof:** *Psychology Today* utilizes Virtual Proofing technology. Hard copy guidance is no longer required.

**Print Specs:** <https://www.psychologytoday.com/us/docs/about-psychology-today>

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## Contact

Ray Ramcharitar, *Production Director*

**Email:** ray@psychologytoday.com

## SPECS

### Run of Book

**Magazine Trim Size:** 8" x 10-1/2"

**Printing Process:** Web Offset

**Binding:** Saddle Stitch

UNIT	NON-BLEED	BLEED	LIVE AREA	TRIM
<b>Spread*</b>	15" x 10"	16-1/4" x 10-3/4"	15" x 10"	16" x 10-1/2"
<b>1/2 page spread**</b>	15" x 4-1/2"	16-1/4" x 5-3/8"	15" x 4-1/2"	16" x 5-1/8"
<b>Full page</b>	7" x 10"	8-1/4" x 10-3/4"	7" x 10"	8" x 10-1/2"
<b>2/3 page</b>	4-1/2" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	4-15/16" x 10-1/2"
<b>1/2 horizontal</b>	7" x 4-1/2"	8-1/4" x 5-3/8"	7" x 4-1/2"	8" x 5-1/8"
<b>1/2 vertical</b>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-1/2" x 10"	3-7/8" x 10-1/2"
<b>1/3 vertical</b>	2-1/8" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-9/16" x 10-1/2"
<b>1/3 square</b>	4-1/2" x 4-1/2"	—	4-1/2" x 4-1/2"	4-1/2" x 4-1/2"

\* Send each page of full page spread as separate files in PDF/X-1a: format.

\*\* Send each page of page spread as separate files in Illustrator eps or Photoshop eps/tiff.

*For bleed ads, the live area should not exceed the non-bleed measurements.*

### Education & Emporium

UNIT	SIZE	UNIT	SIZE
<b>1/2 page</b>	7" x 4-1/2"	<b>2/9 horizontal</b>	4-1/2" x 3"
<b>1/3 square</b>	4-1/2" x 4-1/2"	<b>1/6 vertical</b>	2-1/8" x 4-1/2"
<b>1/3 vertical</b>	2-1/8" x 9-1/4"	<b>1/6 horizontal</b>	4-1/2" x 2-1/8"
<b>1/3 horizontal</b>	7" x 3"	<b>1/9 page</b>	2-1/8" x 3"
<b>2/9 vertical</b>	2-1/8" x 6-1/8"		

#### 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.

#### 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 specifications. 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.

## FULL PAGE INSERT

**Magazine Trim Size:** 8" x 10-1/2"    **Printing Process:** Web Offset    **Binding:** Saddle Stitch

### Insert Dimension:

Insert must be 12 1/8" x 10 3/4"; this includes 1/8" bleed for trimming on three sides. The Live/Safety area is 7.5" x 10". Do not include cropmarks on inserts. Insert will be bound and trimmed to the size of our 8" x 10.5" magazine.

### Stock:

**Minimum:** 80# Text stock  
**Maximum:** 130# Text stock

### Spoilage:

- Under 50,000 inserts: supply 1500
- Over 50,000 inserts: supply 3%

### Delivery to Printer (FRY)

#### Packaging Requirements

Materials being delivered must meet the following requirements.

1. All materials must be accompanied by a detailed packing list and Bill of Lading ("BOL").
2. Each skid and/or carton should be clearly marked on all four sides with the following information:
  - a. Counts per lift/carton
  - b. Total counts per skid
  - c. Total number of pieces (forms) for roll stock and/or fanfold
  - d. Description of piece (key code, unique identifier)
  - e. Title and issue or a FRY Job Number (please contact your Account Sales Representative or see below)
  - f. Front page edit clue if 2-page insert (Example: attach an actual sample of the insert to the outside of the carton and label it "Page 1/Side A").
3. All skids must be secured, wrapped, and banded with plastic banding, not metal.
4. The total height of the skid can be no more than 45", the dimensions of which must be no more than 48" long by 40" wide and not less than 46" long by 36" wide.

FRY reserves the right to refuse delivery of materials that do not meet the packaging requirements OR to repackage the materials for a fee (based on prevailing rates) OR to require the materials be picked up by the customer.

### FRY Job Number

All product shipments MUST be accompanied by FRY Job Number on the BOL. If the FRY Job Number is not available, the BOL must include the title and issue of the product being delivered.

### Delivery

Deliveries must arrive between 8:00 am-3:30 pm, Monday through Friday. Supplied materials arriving after hours will not be verified. (There is no delivery apt. required. Dock is open 24/7. If it's outside of regular hours: 8:00 am-3:30 pm, the driver may need to wait.) Telephone notification of quantity, number of pallets, shipper and estimated time of arrival should be forwarded to your Customer Service Account Administrator prior to shipping.

#### Printer's Address

**Fry Communications,  
Building 3  
15 Pleasant View Drive  
Mechanicsburg, PA 17050**

#### Delivery Times

**Monday-Friday 8:00 am-3:30 pm**

Issue Months	Job Number *	Proof & Stock Due at Psychology Today **	Insert Due at FRY
Jan/Feb '24	24/9154	11/10/23	11/27/23
Mar/Apr '24	25/9154	01/12/24	01/29/24
May/Jun '24	26/9154	03/08/24	03/25/24
Jul/Aug '24	27/9154	05/10/24	05/23/24
Sep/Oct '24	28/9154	07/12/24	07/29/24
Nov/Dec '24	29/9154	09/13/24	09/30/24

\* JOB NUMBER must be clearly marked on all boxes of inserts sent to printer.

### We require the following proofing material for your insert:

A PDF of creative proof with the front side labeled "A". The stock weight must be noted.

**Please send to:** ray@psychologytoday.com

## Contact

Ray Ramcharitar, *Production Director*  
**Email:** ray@psychologytoday.com



# Psychology Today

ADVERTISING CONTACTS



## NEW YORK CITY

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**PT**  
FOR A HEALTHIER LIFE