

Psychology Today



Education
Media Kit
2022

Our Advantage

An Audience of Learners



Psychology Today's magazine and website reach behavioral health professionals and general consumers, allowing your message to reach both **graduates and undergraduate prospects**.



Over **75%** of our current magazine readers are currently employed as **licensed therapists**, providing you with the opportunity to target graduate school prospects for **masters degrees, doctoral degrees and CEUs**.

A Trusted Source



As an **established brand for over 50 years**, our readers trust us as an authority in behavioral health.

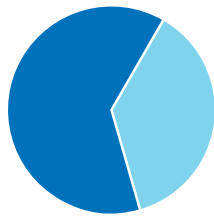


In today's world of unreliable information, we provide **credible perspectives** and a **trusted environment** for your school's message.

Our Readers

Readership

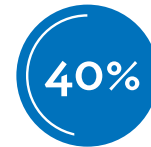
63% female
37% male



Employment



Employed



Professional/
Managerial

Education



Attended/
Graduated
College+

Circulation

Guaranteed Rate Base.....	275,000
Readers Per Copy.....	15.02
Total Audience.....	4,130,500

Median Age..... 47

18-49



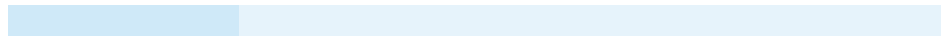
55%

25-54



50%

35-49



26%

Income

Average HHI \$102,136



\$40,000+.....75%

\$50,000+.....70%

\$60,000+.....62%

Social Media



7.6M likes



681K followers



596K followers

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

2022 General Rates

GENERAL RATES

Rate Base: 275,000

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					
Second	23,065				
Third	22,060				
Fourth	24,065				

SPECIAL SECTIONS

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

Standard BRC (Supplied)*

BRC (75# stock)	13,125
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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

2022 Closing Dates

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
January/February	11/05/21	11/12/21	01/04/22
March/April	01/07/22	01/14/22	03/08/22
May/June	03/04/22	03/11/22	05/03/22
July/August	05/06/22	05/13/22	07/05/22
September/October	07/08/22	07/15/22	09/06/22
November/December	09/02/22	09/09/22	11/01/22



Digital Advertising Options

With over 50 new articles posted everyday, we keep our online content fresh, vital, and current. Our website offers visitors a rich reference source of over 50,000+ articles and blog posts created by our 1,000 hand-selected psychiatric experts. Our site also houses an online directory with over 200,000 therapist and facility profiles that generate 150,000 referrals every day! In addition, our online readers are slightly younger than our print audience, offering a career driven, energetic, and web-savvy clientel for your university.

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/about-psychology-today>

Source: COMSCORE September 2021

DESKTOP



MOBILE



Digital Spec Sheet

Desktop Site

Advertisers are responsible for providing the components below:

- **Banner:** .gif, .jpg or .png format. Motif, Eyeblander, Pointroll, Unicast, Eyewonder, Klipmart
- **File size:** 150 KB maximum

OR

- **HTML5:** A static image (.gif, .jpg or .png format) is also recommended with your HTML5 file as a backup. Please make sure all ad tags are https compatible.
- **File size:** 1 MB (1,000K) maximum.

- **Accepted Tag types:** iframe, javascript, standard 1x1
- **File size:** 40 KB maximum.
- **Maximum animation length:** 30 seconds
- **Maximum frames per second:** 5

We do NOT accept Flash files.

- **Link/url:** the address of the landing page that your banner will link to when clicked on.

- **Alternate Text (optional):** 250 characters (including spaces) for accompanying text/alternate text. This text will be readable by users who have images disabled in settings, or who hover their pointer above a banner. Alternate text is frequently used to add emphasis or prompt click-throughs.

Please check your components carefully (banner dimensions, workable URL and # of characters) before you send them.

All ad sizes comply with those suggested at the Interactive Advertising Bureau.

Limitations:

- NO pop-ups or pop-unders
- NO sound
- HTML5 ads cannot be tracked by Psychology Today

Materials are due one week before launch date.

Ray Ramcharitar
Email materials to ray@psychologytoday.com
and cc your Advertising Contact

ARTICLE PAGE

The screenshot shows a desktop view of a Psychology Today article titled "7 Signs You're Not Mentally Strong, You're Just Acting Tough". The page layout includes:

- Header:** Psychology Today logo, navigation menu (Find a Therapist, Topics, Get Help, Magazine, Tests, Experts), and a search bar.
- Article Content:** Author Amy Morin, title, sub-headline, and main text. The text discusses the difference between being mentally strong and acting tough.
- Ad Placements:**
 - 1a:** 300x250 pixels (yellow background)
 - 1b:** 300x600 pixels (orange background)
 - 2:** 300x600 pixels (yellow background)
 - 3:** 300x250 pixels (yellow background)
 - 4:** 728x90 pixels (yellow background)
- Right Sidebar:**
 - Most Popular:** A list of related articles.
 - USA TODAY BEST SELLER:** A badge for the book "13 Things Mentally Strong People Don't Do".
 - 13 Comments:** A section for user comments.
 - What Mentally Strong People Don't Do:** A section for related content.
 - Most Recent Posts:** A list of recent posts.
 - See More Posts:** A button to view more content.
- Footer:** Psychology Today logo, HealthProfs.com, and copyright information.

continue...

Digital Spec Sheet

Mobile Site

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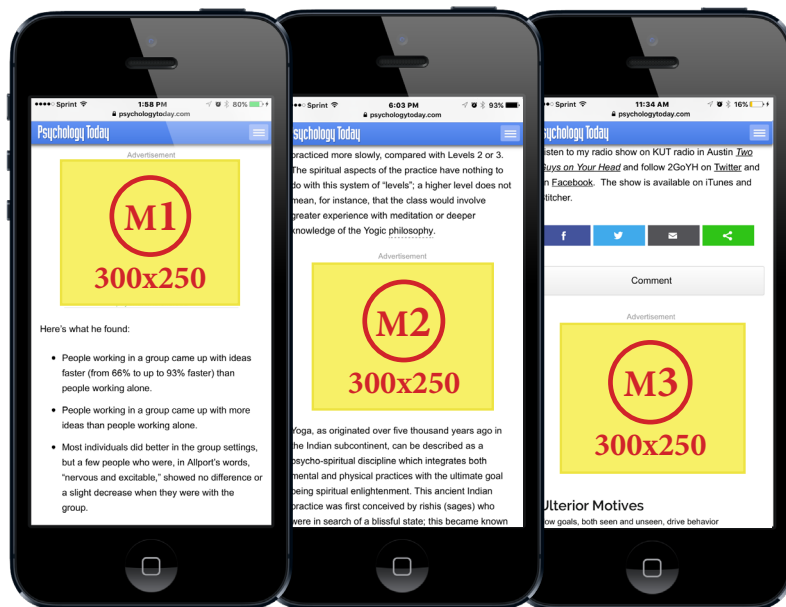
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Ray Ramcharitar

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Advertising Contact

We are excited to work with you to create a package
that fits your marketing plan and budget.
For more information, please contact:



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