About

Naturopathic Doctor News & Review (*NDNR*) is the leading clinical information resource for naturopathic physicians in North America. It serves as a dynamic voice for the advancement of naturopathic medicine by informing and educating physicians in the recent developments of the practice of natural medicine. *NDNR* covers current protocols, practice management, business development, marketing, clinical research, news, trends and more every month.

Circulation

NDNR's circulation of 10,000 health professionals includes complimentary distribution to the growing number of 8,200 CNME-accredited NDs and students throughout North America, virtually reaching the entire profession. *NDNR* is also featured at many natural medicine conferences and conventions throughout the year, offering advertisers comprehensive exposure.

Editorial

On a monthly basis, *NDNR* covers current and relevant topics about naturopathic medicine and includes the products that natural medicine physicians use and prescribe. The content consists of articles written by practicing NDs for practicing NDs. Contributors also include presidents of accredited naturopathic universities, university department chairs, and leaders in the naturopathic industry. Every issue theme focuses on pertinent case studies, clinical pearls, and the use of nutraceuticals, botanicals, IV and injection therapies, homeopathy, and other naturopathic modalities.

Advertising

NDNR accepts sponsorships and advertisements for the printed monthly publication and ndnr.com. *NDNR* enjoys the highest readership of physicians specializing in natural medicine and provides companies an opportunity for a mutually beneficial relationship with practicing physicians. *NDNR* has maintained credibility by not allowing advertisers or sponsors to influence its editorial.

Advertisers, media buyers, business owners, and others with specific questions about advertising acceptability should contact NDNR by calling (888) 627-8677 or via e-mail at ads@ndnr.com.

Naturopathic Doctor News & Review is the only publication to reach virtually the **entire naturopathic profession** in both the United States and Canada

Awards

NDNR has been awarded:

Southwest College of Naturopathic Medicine
Advancing Naturopathic Medicine, 2010

American Association of Naturopathic Physicians
Corporation of the Year, 2010

New York Association of Naturopathic Physicians
Corporation of the Year, 2006

Testimonials

"*NDNR* offers us monthly access to the entire naturopathic community…. We have fielded e-mails and phone calls from across the country inquiring about our brand from NDs, and I can say for certain that *NDNR* is the reason they've found us – it's the ONLY clinician focused advertising we do, and it works."

– Laryn Callaway, ND, Organic Bistro

"Wise Woman Herbals congratulates *NDNR* on its 10th anniversary as the naturopathic profession's premier trade journal and for achieving journalistic excellence. As an ongoing advertiser since *NDNR*'s inception, we are thankful for the ability to reach the entire profession with each issue of this high quality journal."

– Ken Koenig, DC, President Wise Woman Herbals

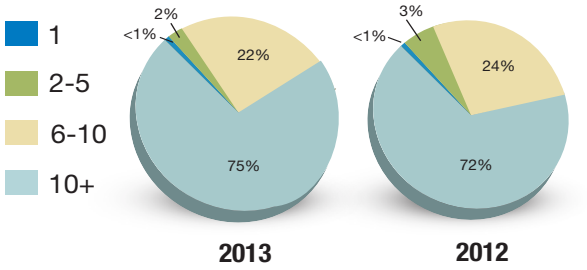
"*NDNR* is a solid publication with well-written and well-researched articles that enhance my practice. I appreciate the integrity of the advertising, and support those companies that advertise with *NDNR*."

– Cynthia Bye, ND

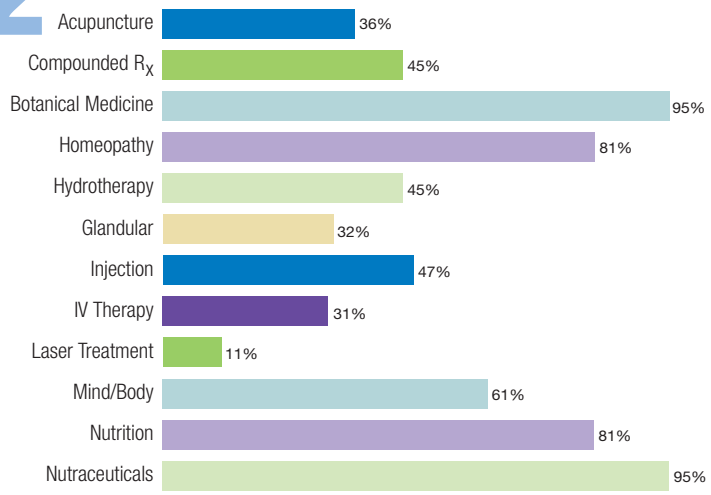
"*NDNR* helps unify the profession and progress with a common voice."

– Kristina Conner, ND

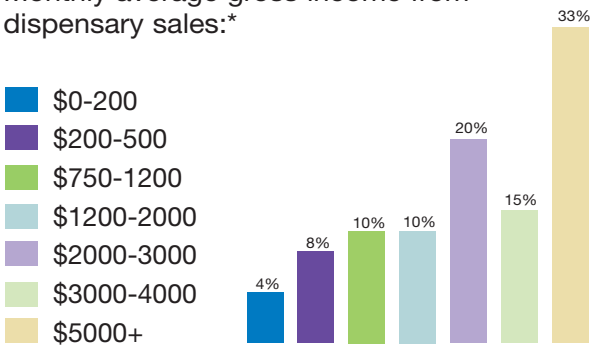
1 How many different brands of products do you carry in your dispensary?*



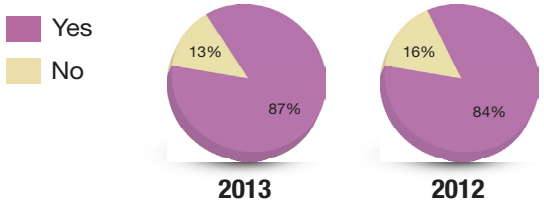
2 Modalities used in naturopathic practice:*



3 Monthly average gross income from dispensary sales:*



4 Do you purchase products or services as a direct result of ads seen in *NDNR*?*



**From the 2010-2013 conference surveys of licensed NDs*

Feature Articles By Month

Every issue of *NDNR* features in-depth articles and case studies pertinent to the monthly clinical focus. Articles are written by practicing naturopathic physicians and contain the most clinically relevant information in the field of natural medicine.

Ad Closing Dates

Month	Clinical Focus	Display Ads	Inserts
January	Gastrointestinal Health / Toxicology / Bariatrics	11/06/15	11/13/15
February	Endocrinology / Fertility	12/04/15	12/11/15
March	Anxiety / Depression / Insomnia	01/08/16	01/15/16
April	Autoimmune / Allergy Medicine	02/12/16	02/19/16
May	Dermatology / Anti-Aging Medicine	03/11/16	03/18/16
June	Mind-Body Medicine	04/08/16	04/15/16
July	Neurology / Pain Medicine	05/06/16	05/13/16
August	Pediatrics	06/10/16	06/17/16
September	Geriatrics / Infectious Disease	07/08/16	07/15/16
October	Cardiology / Pulmonology / Ophthalmology	08/05/16	08/12/16
November	Men's Health	09/08/16	09/15/16
December	Women's Health	10/07/16	10/14/16

Every Month in *NDNR*

Together with feature articles, the monthly columns in *NDNR* produce a comprehensive clincial vehicle.

Botanical Insights (Botanical Medicine)
Robin DiPasquale, ND, RH (AHG), Contributing Editor
Jillian Stansbury, ND, Contributing Editor

Education
David Schleich, PhD, Contributing Editor

The Expert Report
Mark Swanson, ND, Contributing Editor

Nature Cure Clinical Pearls
Sussanna Czeranko, ND, BBE, Contributing Editor

Naturopathic Industry News

Similar Thought (Homeopathy)
Joseph Kellerstein, ND, DC, Contributing Editor

Web Exclusive Articles and Practice Building Articles only at ndnr.com

Advertising in *NDNR*

Display Advertising

Full Page Tabloid	(10.25” x 16”)
Jr Full Page Tabloid	(7.625” x 11”)
1/2 Page Tabloid	(10.25” x 7.625”)
1/4 Page Tabloid	(5” x 7.625”)
1/8 Page Tabloid	(5” x 3.75”)

Prime Placement - *Includes Added Value

*Center Spread
*Back Cover Full Page
*Inside Back Full Page
*Inside Front Full Page
*Page 3 Jr Full Page

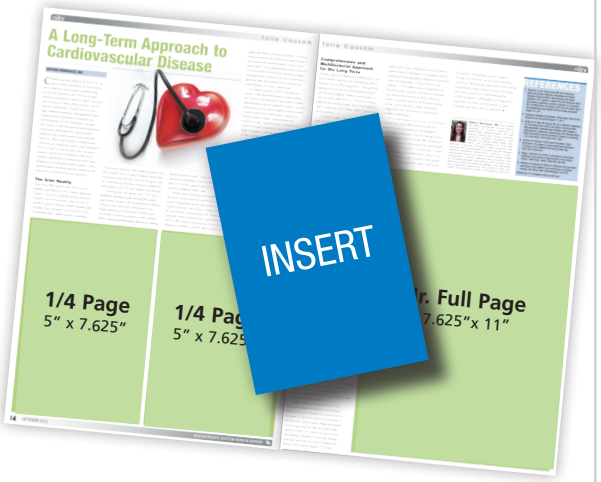
Inserts

Mailing your inserts in *NDNR* is a smart way to ensure your coupons, brochures, white papers, or catalog promotions reach the doctors. Consider these statistics:

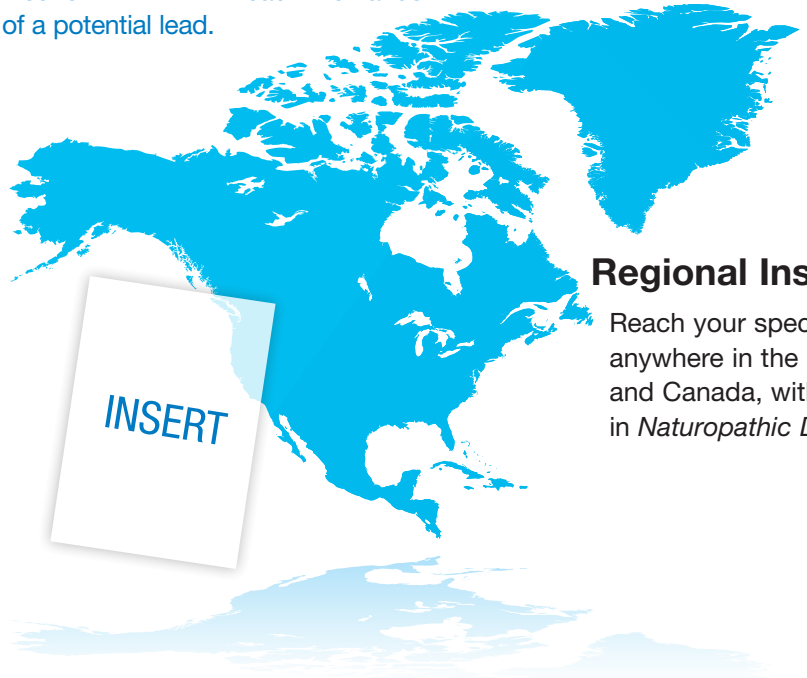
79% *of readers consider direct mail coupons / fliers to be junk mail.*

84% *of direct mail advertising is thrown out by the physician or office staff.*

71% *of direct mail is discarded by the office staff before it ever reaches the physician.*



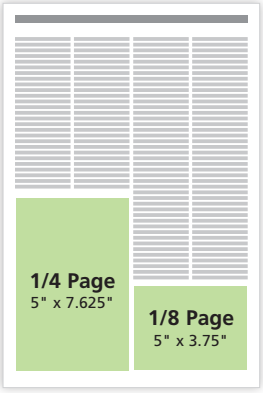
Inserts in *NDNR* will reach the hands of a potential lead.

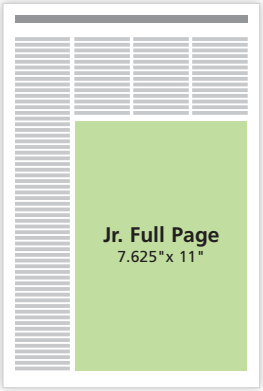


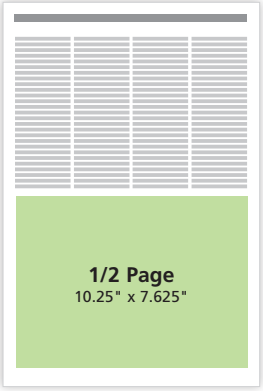
Regional Inserts

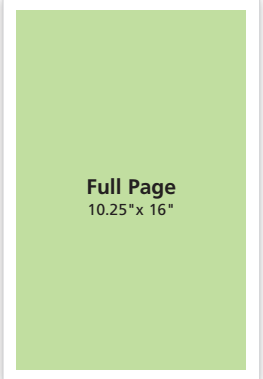
Reach your specific target market anywhere in the United States and Canada, with regional inserts in *Naturopathic Doctor News & Review*.

Ad Sizes









Advertising on NDNR.com

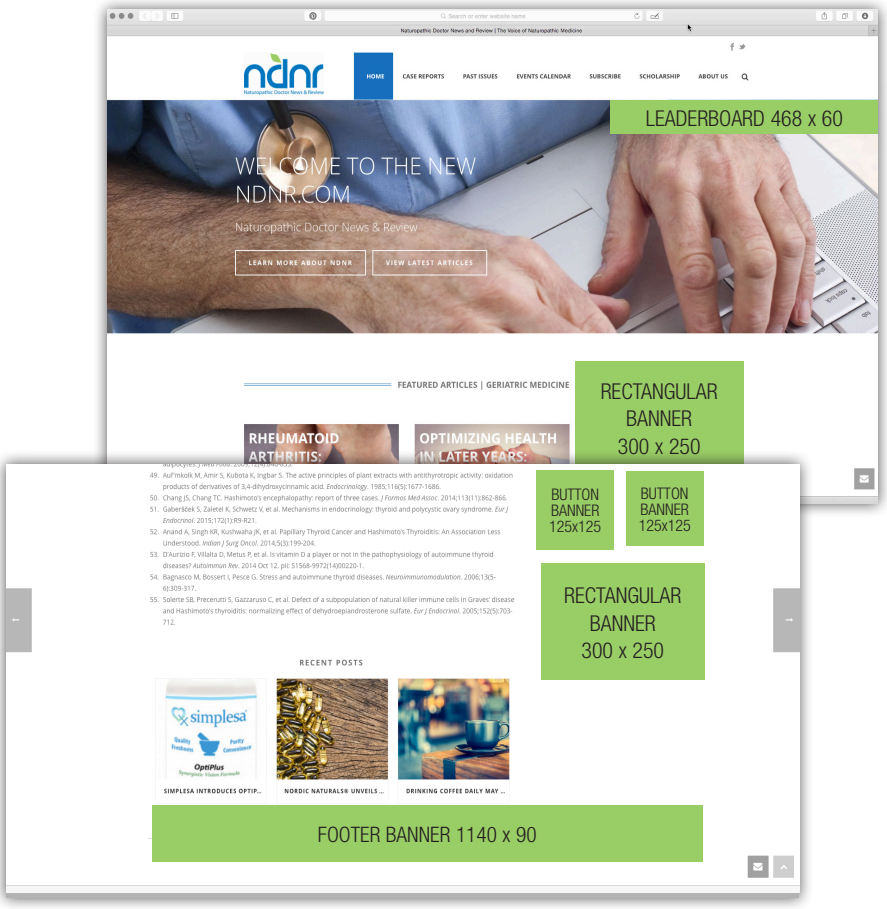
Grow your online presence on ndnr.com with the unique opportunity to:

Target a pre-qualified physician audience
Increase exposure reaching across a global market, 24/7
Build a relationship directly with naturopathic physicians, students, and consumer patients
Bring credibility to your products and services
Generate the highest quality leads for your sales team

Web Display Advertising

Rectangular Banner	300 x 250 pixels
***Leaderboard**	468 x 60 pixels
Footer Banner	1140 x 90 pixels
Button Banner	125 x 125 pixels
All Sizes Bundle	

**Added Value with 12-month prime placement order*



Special Opportunities

Social Media Partnership

Get your message out to our growing social media fan base of over 28,000 fans and followers with two monthly posts on both our Facebook page and Twitter feed. Build your fan base, drive traffic to your webpage, and bring credibility to your products and services.

E-Newsletter Monthly Sponsor

Be a part of our monthly e-newsletter and reach over 5,000 of our e-newsletter, physician subscribers each month.

The E-Newsletter Sponsorship includes:

- Banner ad (160 x 160 pixels)
- 140 character text ad with hyperlink

*Dedicated E-Blast

Present your personalized message and reach over 5,000 physician subscribers each month with *NDNR*'s Dedicated E-Blast. For the best ROI, let our in-house design team bring your message to life.

** Limited availability per month*

Webinar Bundle

With the webinar bundle, you are able to generate traffic for your event and leads for your business.

Webinar Bundle includes:

- Online rotating web ad *(300 x 250 pixels)*
- 2 social media mentions
- Event calendar posting
- Endorsed registration page
- On demand archive of the webinar hosted on ndnr.com
- Dedicated E-blast prior to webinar and post webinar

*E-Version Sponsorship

Sponsor complimentary access to the current digital issue of *ND News & Review* for one month

E-Version Sponsorship includes:

- Logo on the cover of the printed, monthly version of *ND News & Review*
- Branding included in the background of the E-Version

** Limited availability to one advertiser per month*

Print Advertising Rates

Display Advertising US $ per Insertion	1x	4x	7x	12x	4 Color	*Hyperlink
Full Page Tabloid	$2,425	$2,355	$2,105	$1,925	+ $320	+ *$250*
Jr Full Page Tabloid (Full Standard)	$2,025	$1,998	$1,858	$1,750	+ $300	+ *$250*
1/2 Page Tabloid	$1,575	$1,435	$1,340	$1,285	+ $275	+ *$250*
1/4 Page Tabloid (1/2 Page Standard)	$910	$868	$798	$755	+ $195	+ *$250*
1/8 Page Tabloid (1/4 Page Standrad)	$535	$495	$478	$438	+ $100	+ *$250*

**Upgrade your print ad by adding a hyperlink to the E-Version on NDNR.*

Prime Placement — Includes 4 Color

*Center Spread	$4,435
*Back Cover Full Page	$3,587
*Inside Back Full Page	$2,970
*Inside Front Full Page	$2,982
*Page 3 Jr Full Page	$2,538

Contact ads@ndnr.com for availability

**Added value includes Hyperlink & Leaderboard with 12-month order only*

Inserts / Regional Inserts

Insert pricing based on weight & distribution
Contact ads@ndnr.com to obtain a quote

Online Advertising Opportunities

Banner Ad Rates US $

Rectangular Banner	300 x 250 px	$550/month
Leaderboard	468 x 60 px	$495/month
Footer Banner	1027 x 90 px	$350/month
Button Banner	125 x 125 px	$250/month
All Sizes Banner Bundle		$1200/month

Special Opportunity Rates US $

Social Media Partnership	$400/month
E-Newsletter Monthly Sponsor	$300/month
*Dedicated E-Blast	$725
Webinar Bundle	$2,000
*E-Version Sponsorship	$1,200

** Limited availability per month*