

Psychology Today



MEDIA KIT 2023

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telephone 212-260-7210 telefax 646-607-5995
website 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

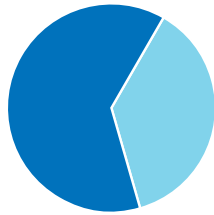


10

DEMOGRAPHICS

Readership

61% female
39% male



Employment

64% Employed

33% Professional/Managerial

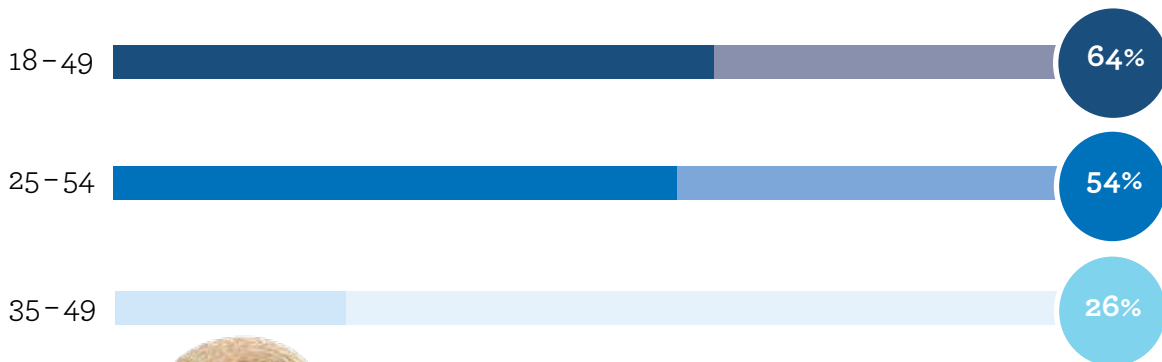
Education

71% Attended/Graduated College+

Circulation

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

Median Age..... 42



Income

Average HHI \$96,776



\$40,000+.....71%
\$50,000+.....63%
\$60,000+.....56%

Social Media



7.6M likes



1.04M followers



630K followers



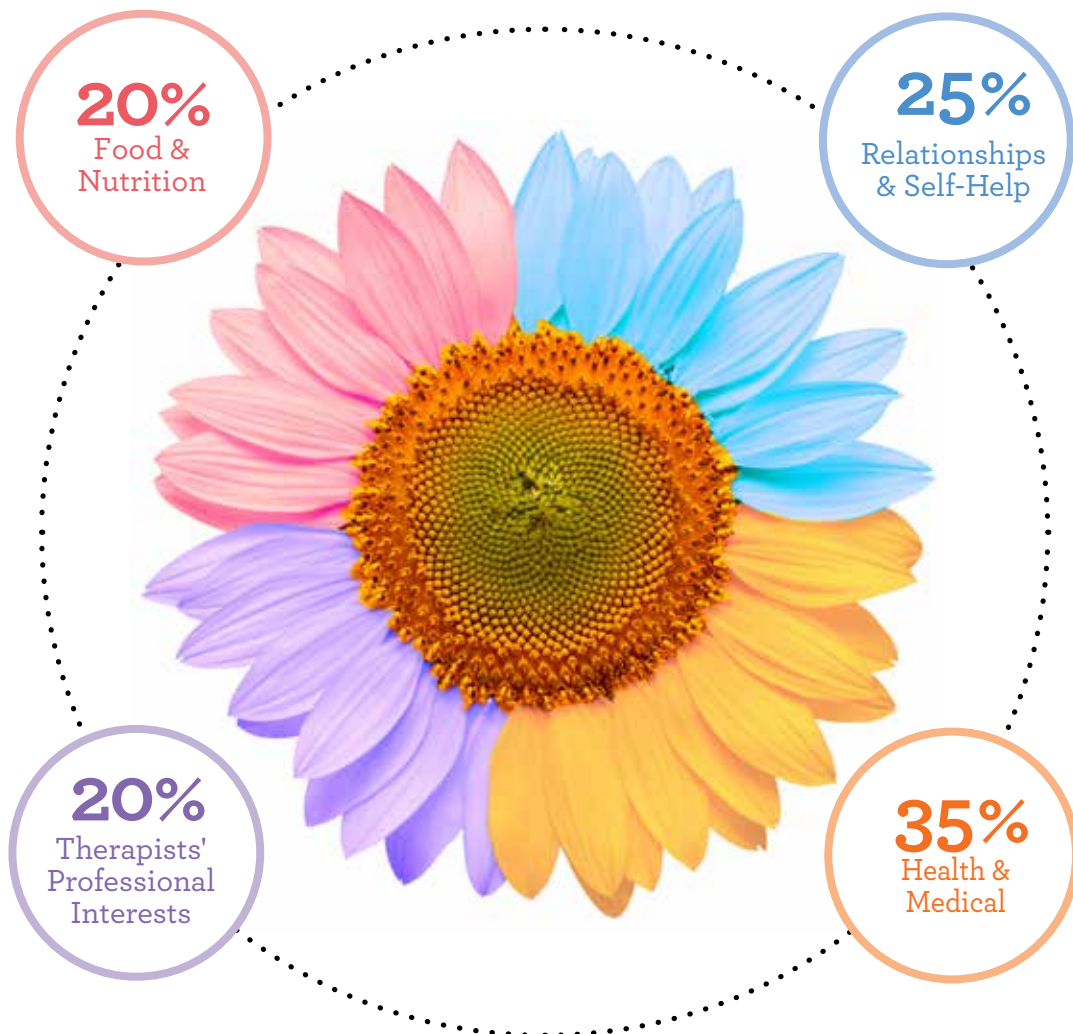
815K followers

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 such as relationships, habits, and planning for the future, breaking down new findings into bite-sized lessons.

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.

Rant

A first-person essay on a highly charged topic that is front and center on the cultural stage.

PERSONALITY

Personality Traits and Types

A look at the myriad temperaments and distinctive behaviors that we all come across. Not disorders per se, these can range 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 about the vitamins and nutrients that enrich our physical and mental well-being.

Mind Your Body

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 a happier coexistence.

Sex

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

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 2023

ISSUE	TOPIC	SPACE CLOSE
January/February	Immune Competence	11/04/22
March/April	Healthy Microbiome	01/06/23
May/June	Healthy Brain Aging	03/03/23
July/August	Maintaining Energy	05/06/23
September/October	Combating Anxiety	07/07/23
November/December	Healthy Sleep	09/08/23



Editorial Contact
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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

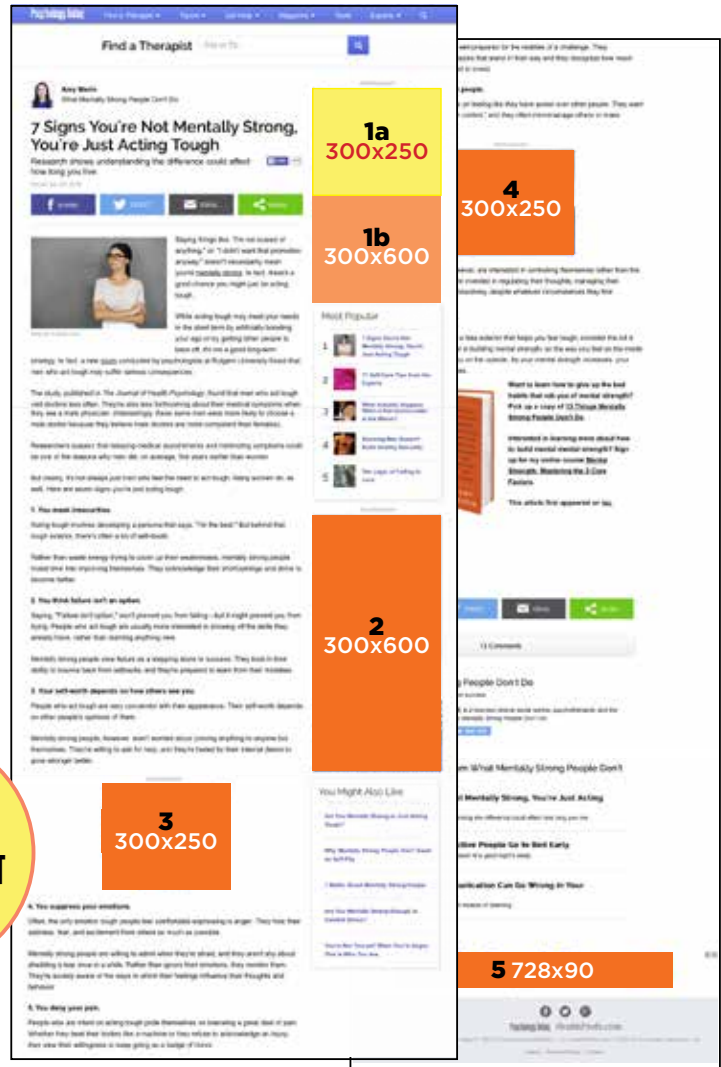
1. Over 50+ new articles every day
2. 1,000+ Expert Bloggers
3. The Therapy Directory
4. The Facility Directory
5. Over 50 Online Health Tests

Digital Specs:

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

Source: September 2022

DESKTOP



MOBILE



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
225,000+ therapists
& treatment centers

sex addict



anxious



bipolar



detoxing



abused



depressed



insomniac



narcissistic



grieving



anorexic



alcoholic



antisocial



defiant



gambling addict



impotent



Psychology Today

2023 CLOSING DATES



ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
January/February	11/04/22	11/11/23	01/03/23
March/April	01/06/23	01/13/23	03/07/23
May/June	03/03/23	03/10/23	05/02/23
July/August	05/06/23	05/12/23	07/05/23
September/October	07/07/23	07/14/23	09/05/23
November/December	09/08/23	09/15/23	11/07/23

Psychology Today

NEWSSTAND DISTRIBUTION

Book & Music Stores



General Retail



Supermarkets



Health Food Stores



Drugstores



2023 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

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, Emporium & Book Bazaar)

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>

Contact

Ray Ramcharitar, *Production Director*

Email: ray@psychologytoday.com **Telefax:** 646-607-5995

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
Spread*	15" x 10"	16-1/4" x 10-3/4"	15" x 10"	16" x 10-1/2"
1/2 page spread**	15" x 4-1/2"	16-1/4" x 5-3/8"	15" x 4-1/2"	16" x 5-1/8"
Full page	7" x 10"	8-1/4" x 10-3/4"	7" x 10"	8" x 10-1/2"
2/3 page	4-1/2" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	4-15/16" x 10-1/2"
1/2 horizontal	7" x 4-1/2"	8-1/4" x 5-3/8"	7" x 4-1/2"	8" x 5-1/8"
1/2 vertical	3-1/2" x 10"	4-1/8" x 10-3/4"	3-1/2" x 10"	3-7/8" x 10-1/2"
1/3 vertical	2-1/8" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-9/16" x 10-1/2"
1/3 square	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
1/2 page	7" x 4-1/2"	2/9 horizontal	4-1/2" x 3"
1/3 square	4-1/2" x 4-1/2"	1/6 vertical	2-1/8" x 4-1/2"
1/3 vertical	2-1/8" x 9-1/4"	1/6 horizontal	4-1/2" x 2-1/8"
1/3 horizontal	7" x 3"	1/9 page	2-1/8" x 3"
2/9 vertical	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 '23	18/9154	11/11/22	11/28/22
Mar/Apr '23	19/9154	01/13/23	01/30/23
May/Jun '23	20/9154	03/10/23	03/27/23
Jul/Aug '23	21/9154	05/12/23	05/26/23
Sep/Oct '23	22/9154	07/14/23	07/31/23
Nov/Dec '23	23/9154	09/15/23	10/02/23

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

We require the following proofing materials for your insert:

Hard-copy creative proof with the front side labeled "A", and two paper samples labeled with the stock weight.

Please send to: *Psychology Today*/Production Department 115 East 23rd Street, 9th Floor New York, NY 10010

Contact

Ray Ramcharitar, *Production Director*

Email: ray@psychologytoday.com **Telefax:** 646-607-5995

Psychology Today

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