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THE DISCOVERIES THE DISCO
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THE INSIGHTS THE INSIGHT
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THE WISDOM THE WISDOM
THE MYSTERIES THE MYSTE

of the human brain

BRAIN WORLD MEDIA KIT 2012



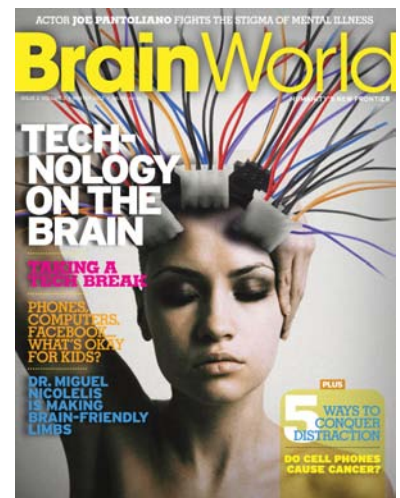
Brain World is a new magazine dedicated to the brain. We believe that neuroscience is the next great scientific frontier, and that advances in understanding the nature of the brain, consciousness, behavior, and health will transform human life in the next century. Brain World explores cutting-edge science and how its revelations can affect human health, culture, education, global issues, and more.

Every issue of Brain World reaches 45,000 educated, high-income, influential readers—educators, diplomats, political and business leaders, health professionals, and savvy consumers who are actively seeking out products and publications related to cognitive and physical health.

Brain World features interviews and original articles by leaders in the field, such as Dr. Jill Bolte Taylor, bestselling author of *My Stroke of Insight*; Dr. Elkhonon Goldberg, author of *The Executive Brain*, Dr. Howard Gardner, author of *Multiple Intelligences*, Dr. John Medina, author of *Brain Rules*, Dr. Daniel J. Levitin, best-selling author of *This is your Brain on Music*, Ilchi Lee, founder of the Korea Institute of Brain Science and creator of Brain Education, and many more great thinkers, innovators, and ground-breaking researchers.

Brain World is published by the International Brain Education Association (IBREA), a non-profit NGO located at the United Nations and associated with the UN Department of Public Information (UN DPI). In addition to our subscribers and newsstand distribution, our publication reaches thousands of influential global leaders, diplomats, and non-governmental organizations.

Brain World is an incredible opportunity for highly targeted advertising to affordably reach influential decision-makers and consumers.



EDITORIAL CALENDAR 2012-13

Spring 2012 - Nature vs. Nurture

SCIENCE: [New Genetics of Mind](#) - Victoria Costello

FEATURE: [Genetic Expression - What is it and How Does it Affect Us?](#)

ARTS: [Creativity - Innate or Can it be Learned? Prodigies](#)

PARENTING: [It's in the Genes - Families, Environment](#)

EDUCATION: [Intelligence - Artificial or Real](#)

CELEBRITY PROFILE: [Joe Mantegna Speaks Out for Autism](#)

Summer 2012 - Creativity!

PROFILE: [Antonio Damasio and the Brain and Creativity Institute](#)

ARTS: [Can We Tell the Dancer from the Dance? Where Does Inspiration Come From?](#)

EDUCATION: [How to Combat Summer Brain Drain](#)

WELLNESS: [How to Silence Your Inner Critic](#)

BEAUTY: [The Positives and Perils of Sun Worship](#)

CELEBRITY PROFILE: [Guitarist Pat Metheny's Gift of Improvisation](#)

Fall 2012 - Science of Happiness

PROFILE: [Kevin McCauley - Scientist/Moviemaker - on Addiction](#)

FEATURE: [Science of Happiness - Reward & Punishment](#)

EDUCATION: [Decision Making: How's it Done?](#)

WELLNESS: [Rewiring the Brain](#)

SCIENCE: [Neuroplasticity: Creating New Paths](#)

Winter 2013 - Communication

PROFILE: [Michael Gazzaniga on Left Brain/Right Brain & Ethics](#)

FEATURE: [Language and Self-Expression](#)

PARENTING: [Parents & Children: Where do Their Brains Meet?](#)

WELLNESS: [Love & the Sexes: Can we Talk!](#)

BEAUTY: [Gender Benders - "He Said, She Said,"](#)



2012 Rate Card

PRINT

INSIDE	1X	2X	3X	4X
Full page	\$5,000	\$4,500	\$4,000	\$3,500
2/3 page	\$3,500	\$3,100	\$2,700	\$2,300
1/2 page	\$2,500	\$2,200	\$1,900	\$1,600
1/3 page	\$1,750	\$1,550	\$1,350	\$1,150
1/4 page	\$1,250	\$1,150	\$1,050	\$950

COVER	1X	2X	3X	4X
C2	\$10,750	\$10,000	\$9,250	\$8,500
C3	\$6,250	\$5,750	\$5,250	\$4,750
C4	\$6,875	\$6,375	\$5,875	\$5,375

ONLINE ADVERTISING

POSITION: FRONT PAGE

SIZE: 725 X 90 - \$700 for 3 months

Top of page banner, next to logo on home page.
Most premium position.

SIZE: 270 x 223 - \$600 for 3 months

Large side banner. Only on home page.

SIZE: 270 x 90 - \$500 for 3 months

Small side banner. Only on home page.

POSITION: ARTICLE PAGES-NAVIGATION BAR

(People, Education, Science, Global, etc.)

SIZE: 725 X 90 - \$625 for 3 months

Top of page banner, next to logo.
Article pages only.

BRAINWORLDMAGAZINE.COM

- For first quarter 2011 page views have averaged 10,000 per month, with 3,500 unique visitors.
- Source of views is well balanced between direct traffic, site referrals and search engine results.
- Readership is increasing steadily and online analytics continue to trend upwards as we create original content and search engine presence, doubling our average visits over 2010.



PRINT AD SIZES & DIMENSIONS*

Sizes

Full Page (bleed)
Full Page (border)
2/3 pg. (vertical)
1/2 pg. (horizontal)
1/3 pg. (vertical)
1/4 pg.

FULL PAGE

Size	Width	Height
Full-Page		
Bleed	8.5"	11.125"
(Trim Size)	8.375" x 10.875"	
Border	7.225"	9.575"
2/3 pg.	4.6"	9.575"
1/2 pg.	7.225"	4.7"
1/3 pg.	2.3"	9.575"
1/4 pg.	3.5"	4.7"
Covers 2, 3 and 4 with bleed.		

*Please see page 7 for more details

continued >>

See last page for additional ad specs and technical requirements.

SPECS AND ADDITIONAL INFORMATION

Magazine Specifications

- Printed on web offset
- Perfect bound
- Screen: 133 lpi

Supported File Formats

in order of preference

- PDF/X-1a (See page 7 for more details)
- Photoshop TIFF or high-quality JPEG
 - At least 300 dpi
 - CMYK color only

Print File Requirements

Please see page 7 for additional information.

Ad Design Service

We can create your original ad for a flat fee of \$200.

Advertising Contacts

Mitria Di Giacomo
National Advertising Consultant, Nexus Plexus

MOBILE: 917-535-5735

OFFICE: 347-857-9771

FAX: 212-319-8671

EMAIL: mitria@nexusplexusny.com

Brain World Advertising Department
c/o International Brain Education Association
866 United Nations Plaza, Suite 479, New York, NY 10017

PHONE: 212-319-0848

FAX: 212-319-8671

Advertising Deadlines

ISSUE NAME	Ad Reservation	Artwork Deadline	On Sale Date
#11 SPRING (2012)	01/17/12	02/7/12	03/13/12
#12 SUMMER (2012)	04/30/12	05/1/12	06/12/12
#13 FALL (2012)	07/24/12	08/7/12	09/11/12
#14 WINTER (2012/13)	10/16/12	10/30/12	12/11/12

Terms of Business

1. Brain World magazine (BW) reserves the right to decline any advertisement for any reason.
2. **First-time advertisers pre-pay with insertion reservation.** Repeat advertisers will be billed Net 30 from the closing reservation deadline.
3. 20% commission is permitted independent agencies on general rates only. Agency must **provide an independent billing and creative service to the advertiser. Commission will be forfeited if bill is not paid within 30 days.**

4. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.
5. Advertiser and/or advertising agency will be held jointly and severally liable for such monies as are due and payable to BW. Statements on agency or advertiser insertion orders or contracts negating dual liability are superseded by this required condition by BW.
6. Copy resembling editorial must be labeled "Advertisement." BW reserves the right to label such ads at its discretion.
7. Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.

8. BW's liability for any error will not exceed the cost of the space unit. BW assumes no liability for errors in "key numbers" or other typesetting changes.
9. Advertiser or agency assumes responsibility and liability for any and all claims that are a result of advertisements printed.
10. Any copy that requires alterations in size or content by BW will be charged to the advertiser.
11. Cancellation or changes in orders will not be accepted after the closing date and none may be considered executed unless acknowledged by the publisher.
12. It will be assumed that the advertiser has read this rate card and agrees to and accepts all terms and conditions included herein.

See last page for additional ad specs and technical requirements.

Advertising Contract and Insertion Order

Advertiser _____

Contact/Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Cell _____ Fax _____

Email _____

Advertising Agency (if agent is placing ad)

Agency Contact _____

Phone _____

Cell _____ Fax _____

Address _____

City _____ State _____ Zip _____

This is a non-representative agreement between Advertiser, on the one hand, and BrainWorld, on the other hand, to publish and display advertising as described below.

Advertiser's Name _____

Additional Information _____

Online: Banner website _____

Accounting Contact

Accounting Contact _____

Phone _____

Email _____

Please email your completed insertion order to mitria@nexusplexusny.com; brainworld@ibrea.org. Insertions can also be sent via fax to 212-319-8671. Your credit card will be charged upon receipt of the insertion order.

Please check your preference for multiple insertions

- Charge the credit card below with each issue or
 Bill me with each issue

Payment terms: First-time advertisers repay within 30 days of the insertion reservation. Repeat advertisers Net 30.

Multiple insertions: For multiple insertions, please provide credit card information below or wire transfer. In case of cancellation after the first insertion, prices will be adjusted retroactively to reflect the actual number of insertions, and the difference will be charged to your credit card.

Credit card info to book multiple insertions

Number _____

Name on card _____ Exp. date _____

Authorization: This is a contract agreement for the advertising schedule. Notification of change of ad size or cancellation of any insertion must be received by the advertiser in writing prior to the reservation deadline or the issue.

Cancellation fees: Non-refundable reservation fee; 20% of cost of the reservation fee; 100% after the reservation date (see current rates). In case of cancellation, prices will be adjusted retroactively to reflect the number of insertions published.

Materials fees: Materials provided must conform to the specifications outlined on the current rates. Production charges will be added to any additional requirements.

Payment options

- Check enclosed Credit Card (Visa, MC, Discover, AMEX)

Number _____

Name on card _____ Exp. date _____

Advertiser signature _____

Date _____

Artwork contact _____

Phone _____

Cell _____

Please return a copy of this agreement to:

Sales Rep Name _____

All advertisements are subject to the approval of BW's Publishers. The Board reserves the right to refuse any ad without explanation. It is recommended that you email or fax a mock-up of your ad for approval well before the artwork deadline. When sending copy for approval, please mark it approval copy.

Ad production requirements

Must be PDF, TIFF or JPEG

300dpi or great resolution.

All colors must be CMYK.

All PDF ads must be accompanied by a **color proof** (printout or JPEG). We will not accept responsibility for the reproduction quality of any ad not accompanied by a proof.

PDFs smaller than 5mb can be emailed to **Bill@designSimple.com**.

PDFs larger than 5mb can be uploaded via **FTP**.

ADDRESS:

ftp.designsimple.com

USERNAME:

ibrea@designsimple.com

PASSWORD:

brainworld

8.625" x 11.125"



Bleed size

8.375" x 10.875"



Trim size (actual size of page)
= Bleed size minus .125" (1/8") around.

7.875" x 10.375"



Safe area (text & important elements inside this area)
= Bleed size minus .375" (3/8") around.



Partial-page ad sizes can be found on page 4.

17" x 11.125"



Bleed size

16.75" x 10.875"



Trim size (actual size of page)
= Bleed size minus .125" (1/8") around.

7.875" x 10.375"



Safe area (text & important elements inside this area)
= Bleed size minus .375" (3/8") around.

