

SCIENCE SCIENCE SCIENCE
DISCOVERIES DISCOVERIES DISCOVERIES
REVELATIONS REVELATIONS REVELATIONS
INSIGHTS INSIGHTS INSIGHTS
LESSONS LESSONS LESSONS
CONTROVERSIES CONTROVERSIES CONTROVERSIES
RESEARCH RESEARCH RESEARCH
WISDOM WISDOM WISDOM
MYSTERIES MYSTERIES MYSTERIES

of the human brain

BRAIN WORLD MEDIA KIT 2016



BrainWorld is a new magazine dedicate to the human brain. We believe that neuroscience is the next great scientific frontier, and that advances in understanding the nature of the brain, and all its aspects such as consciousness and behavior - will transform human life in the next century. Brain World explores cutting edge-science and how its revelations can affect human health, culture, education, artistic expression, business, parenting, relationships, politics, global issues, and all other areas of our lives.

The magazine is published on a quarterly basis and issue of Brain World reaches an average 50,000 influential readers - including educators, diplomats, political and business leaders, health professionals, savvy consumers who are actively seeking out products and publications related to mental and physical health.

Brain World features interviews and original articles by pioneers and leaders in the field, such as Dr. Jill Bolte Taylor, best-selling author of *My Stroke on 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*, Dr. Herbert Benson, founder of the Mind-Body Medical Institute of Massachusetts General Hospital, Dr. Daniel Goleman, pioneer on Emotional Intelligence, and many more innovative thinkers and groundbreaking researchers. Brain World also features profiles of celebrities who dedicate have experience with brain-related issues directly, or who share their resources towards brain-related causes, such as Michael J Fox, Jane Fonda, Franc Drescher and her Cancer Schmancer organization and Mari Lu Henner's amazing power of total recall.

Brain World is published by The Earth Citizen Way, Inc, a social enterprise under IBREA Foundation (International Brain Education Association), a non profit organization associated with the United Nations Department of Public Information. In addition to our subscribers and newsstand distribution, our publication reaches thousands of global leaders, diplomats, and non-governmental organizations.

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

Brain World's website additionally reaches an average of 30,000 unique visitors per month.

Editorial Preview

SPRING 2016

Theme: Food and Nutrition

Recipes for your brain
The Joy of Eating
Love, Food and Consciousness
Gluten-free: is it really good for your brain and body?
"You are what you eat"
GMOs
Paleo Diet
Dr. Dean Ornish
Dr. Joel Fuhrman

FALL 2016

Theme: Career and the Brain

Workplace Environment
How your Career Defines You
Job Seeking Tips
Productivity
Work Anxiety
Unemployment and personality
Social Climbing and the Brain
Working Families
Mel Robbins
Scott Dinsmore



WINTER 2016–2017

Theme: Growing Up and the Brain

The Dream-Reality Tension
Adolescence and the Brain
Adverting Dementia
Learning styles and the brain
Why our tastes change as we grow
The Fear of Death
Who Will take care of Me when I Grow Up?
David Sinclair
Aubrey De Grey

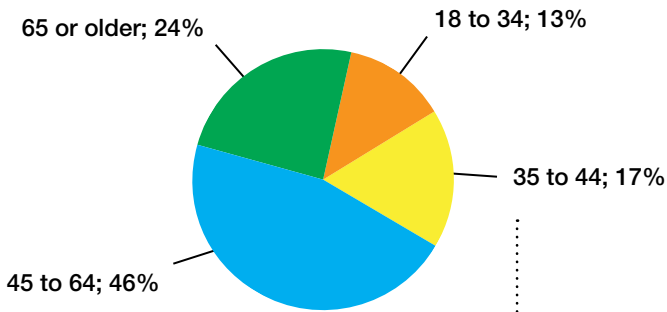
SUMMER 2016

Theme: Artistic Expression and the Brain

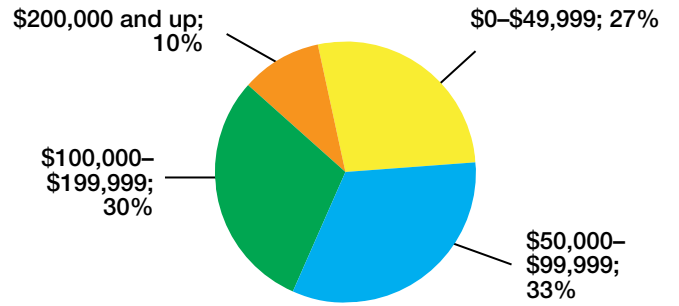
Seeking inspiration - where do we get ideas?
Art and Happiness
Creativity and Children
Philosophy and the Brain
Expressing our True Character
Elizabeth Gilbert
Sharon Stone



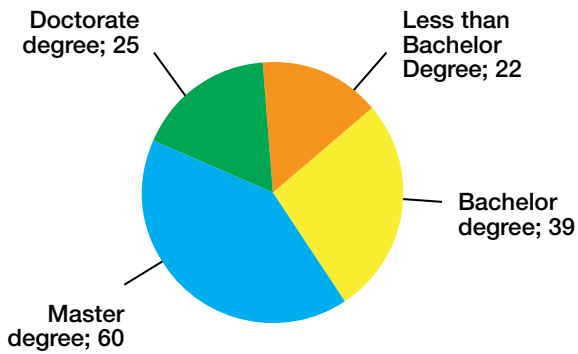
Demographics



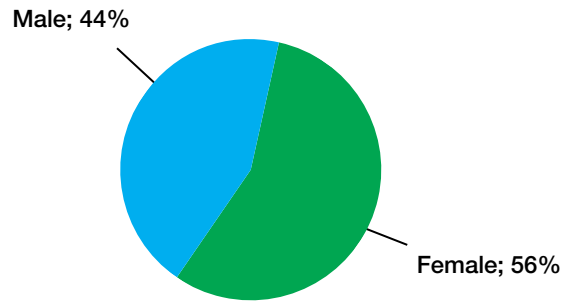
Age



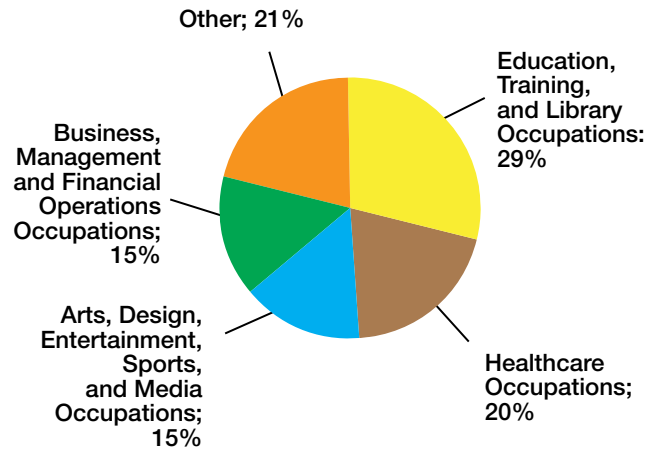
Total Household Income



Education Level



Gender



Occupation

2016 Rate Card

PRINT

| INSIDE | 1X | 2X | 3X | 4X |
|-----------|---------|-------|-------|-------|
| Full page | \$1,000 | \$950 | \$900 | \$850 |
| 2/3 page | \$800 | \$750 | \$725 | \$700 |
| 1/2 page | \$600 | \$575 | \$550 | \$525 |
| 1/3 page | \$500 | \$475 | \$450 | \$425 |
| 1/4 page | \$400 | \$375 | \$350 | \$325 |

| COVER | 1X | 2X | 3X | 4X |
|-------|---------|---------|---------|---------|
| C2 | \$1,500 | \$1,400 | \$1,300 | \$1,200 |
| C3 | \$1,400 | \$1,300 | \$1,200 | \$1,100 |
| C4 | \$1,600 | \$1,500 | \$1,400 | \$1,300 |

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: 255 x 494 - \$600 for 3 months

Large side banner. Only on home page.

SIZE: 255 x 223 - \$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 2014, page views have averaged 70,000 per month with 30,000 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, tripling our average visits over 2013-2014.



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 8 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 8 for additional information.

Ad Design Service

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

Advertising Contacts

Ju Eun Shin

Brain World Advertising Department

866 United Nations Plaza, Suite 479, New York, NY 10017

OFFICE: 212-319-0848

FAX: 212-319-8671

EMAIL: JUEUNSHIN@GMAIL.COM

Advertising Deadlines

| ISSUE NAME | Ad Reservation | Artwork Deadline | On Sale Date |
|--------------------|----------------|------------------|--------------|
| #27 (Spring, 2016) | 1/15/16 | 2/3/16 | 3/9/16 |
| #28 (Summer, 2016) | 4/15/16 | 5/4/16 | 6/8/16 |
| #29 (Fall, 2016) | 7/15/16 | 8/3/16 | 9/7/16 |
| #30 (Winter, 2017) | 10/14/16 | 11/2/16 | 12/7/16 |

Terms of Business

1. Brain World magazine (BW) reserves the right to decline any advertisement for any reason.
2. Advertisers must prepay with insertion, either by providing credit card information in the template below or by sending a check to the publisher at :
The Earth Citizen Way
866 UN Plaza, Room 479
New York, NY 10017
3. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.
4. Copy resembling editorial must be labeled "Advertisement." BW reserves the right to label such ads at its discretion.
5. 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.
6. 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.
7. Advertiser or agency assumes responsibility and liability for any and all claims that are a result of advertisements printed.
8. Any copy that requires alterations in size or content by BW will be charged to the advertiser.
9. Cancellation or changes in orders will not be accepted after the closing date and none may be considered executed unless acknowledged by the publisher.
10. 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 an agreement between Advertiser, named above, and Brain World to publish and display advertising as described below.

Ad size _____ Price _____

Additional information _____

Online: Banner on website _____

Accounting Contact

Accounting Contact _____

Phone _____

Email _____

Please email your completed insertion order to 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.

Credit card info to book multiple insertions

Number _____

Name on card _____ Exp. date _____

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

Cancellation fees: No fee before the reservation deadline; 20% of cost of ad after reservation deadline; 100% after the artwork closing date (see current rate card for dates). In all cases 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 rate card. Production charges will be added to any ads not meeting these requirements.

Payment options

Check enclosed Credit Card (Visa, M C, Discover, AME X)

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"

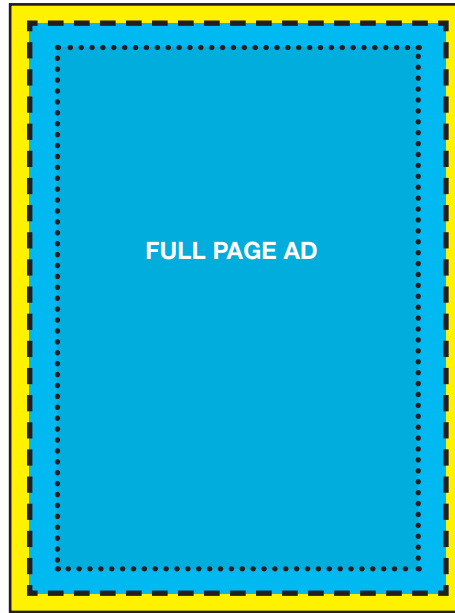


Trim size (actual size of page)
= Bleed size minus .125" (1/8") around.

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 5.

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.

