

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

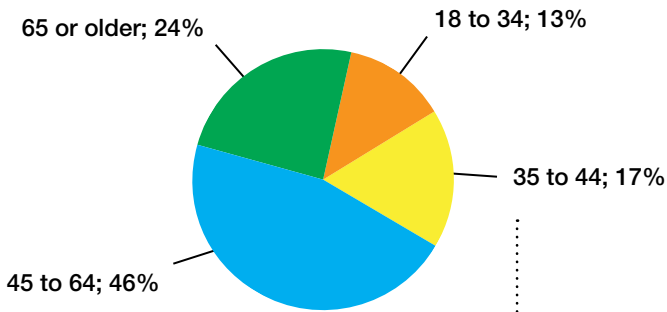
### SUMMER 2016

#### Theme: Artistic Expression and the Brain

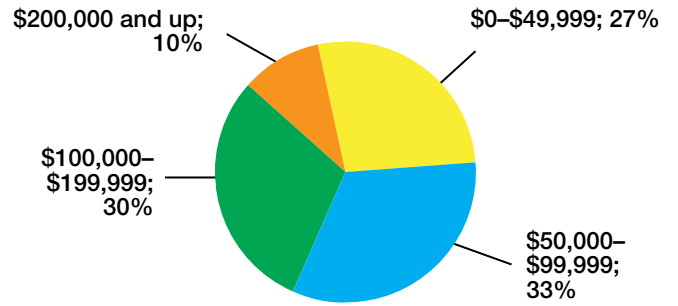
Seeking inspiration - where do we get ideas?  
Art and Happiness  
Creativity and Children  
Philosophy and the Brain  
Expressing our True Character  
Elizabeth Gilbert  
Sharon Stone



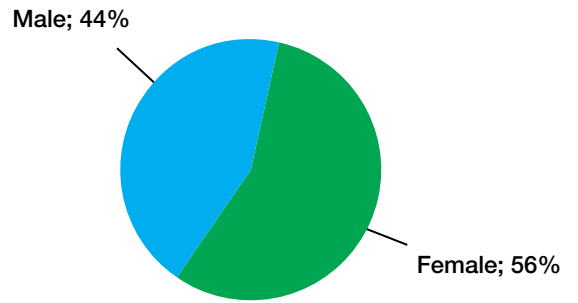
# Demographics



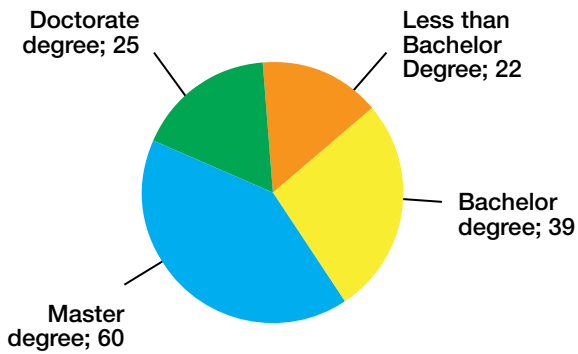
**Age**



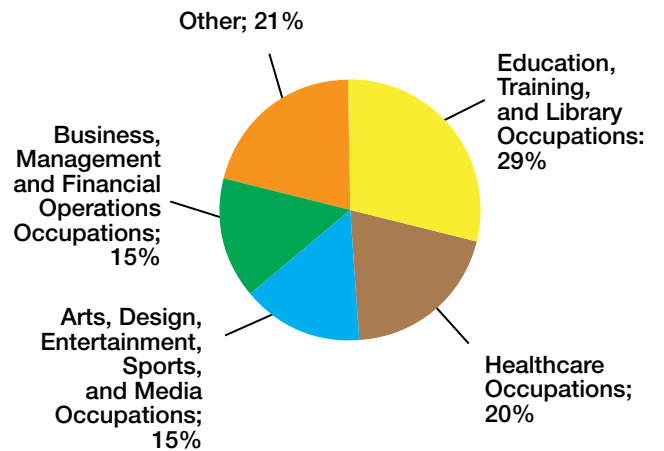
**Total Household Income**



**Gender**



**Education Level**



**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](mailto: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.

