of the human brain
BrainWorld is a new magazine dedicated 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 89,780 unique visitors per month.
Editorial Preview

SPRING 2017
Theme: Technology and the Brain
The Cyberspace and Interconnectedness
The use of virtual reality in exposure therapy
The Neocortex
Internet Therapy
Multitasking
Staying sane in a social media world
Isaac Lidsky
Dr. Adele Diamond
The see-through brain

SUMMER 2017
Theme: Mobility
Motor development
Inside the brain of an athlete
Forced migration: the psychology of refugees and IDPs.
Is vacationing good for your brain?
Moving out, moving on
Mind travel, telepathy and collective consciousness
Dr. Mahmood Amiry-Moghaddam
The art of geographic expansion
Vibration: the most subtle movement
The science of time and space

FALL 2017
Theme: Identity
Racial perception
Gender balance
Belief and religion
Creating a new you
The self and the brain
Dr. Antonio Damasio
Jeffrey Q. McCune, Jr.
Stephen Pinker
Inside the Millenial brain
Is your soul in your brain?
Retrocognition
Beyond identity boundaries

WINTER 2017–2018
Theme: The Social Brain
Tribal groups and the brain
Gangs and group violence
The theory of Hyo, Choong, Do
The social tendencies of our brain
Attraction vs. Rejection
Energy and interconnectedness
Neurosociology
Why love hurts
Social evolution and the brain
Dr. Mary Helen Immordino-Yang
Neuro-bloggers
Teenagers and social interaction
Demographics

Total Household Income

$200,000 and up; 10%
$100,000–$199,999; 30%
$50,000–$99,999; 33%
$0–$49,999; 27%

Age

65 or older; 24%
18 to 34; 13%
35 to 44; 17%
45 to 64; 46%

Education Level

Doctorate degree; 25
Less than Bachelor Degree; 22
Bachelor degree; 39
Master degree; 60

Gender

Male; 44%
Female; 56%

Occupation

Other; 21%
Education, Training, and Library Occupations; 29%
Business, Management and Financial Operations Occupations; 15%
Arts, Design, Entertainment, Sports, and Media Occupations; 15%
Healthcare Occupations; 20%
2016 Rate Card

PRINT

<table>
<thead>
<tr>
<th>INSIDE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$800</td>
<td>$750</td>
<td>$725</td>
<td>$700</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$600</td>
<td>$575</td>
<td>$550</td>
<td>$525</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$400</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
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</table>

<table>
<thead>
<tr>
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<th>2X</th>
<th>3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>C2</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
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<tr>
<td>C3</td>
<td>$1,400</td>
<td>$1,300</td>
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<tr>
<td>C4</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,400</td>
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</table>

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.

BRAINWORLD Magazine.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.

*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 Deadlines

<table>
<thead>
<tr>
<th>ISSUE NAME</th>
<th>Ad Reservation</th>
<th>Artwork Deadline</th>
<th>On Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>#31 (Spring, 2017)</td>
<td>1/25/17</td>
<td>2/1/17</td>
<td>3/7/17</td>
</tr>
<tr>
<td>#32 (Summer, 2017)</td>
<td>5/3/17</td>
<td>5/10/17</td>
<td>6/6/17</td>
</tr>
<tr>
<td>#33 (Fall, 2017)</td>
<td>8/2/17</td>
<td>8/9/17</td>
<td>9/5/17</td>
</tr>
<tr>
<td>#34 (Winter, 2017–18)</td>
<td>11/1/17</td>
<td>11/8/17</td>
<td>12/5/17</td>
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</table>

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**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Contact/Title</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
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<tr>
<th>Phone</th>
<th>Cell</th>
<th>Fax</th>
<th>Email</th>
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**Advertising Agency (if agent is placing ad)**

<table>
<thead>
<tr>
<th>Agency Contact</th>
<th>Phone</th>
<th>Cell</th>
<th>Fax</th>
<th>Email</th>
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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**

<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
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**Advertising Agency (if agent is placing ad)**

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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, MC, Discover, AMEX)

**Please return a copy of this agreement to:**

<table>
<thead>
<tr>
<th>Sales Rep Name</th>
<th>Phone</th>
<th>Email</th>
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**Please email your completed insertion order or der 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.
**Ad 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

---

**Bleed size**

8.625" x 11.125"

8.375" x 10.875"

7.875" x 10.375"

**Trim size** (actual size of page)

= Bleed size minus .125" (1/8") around.

**Safe area** (text & important elements inside this area)

= Bleed size minus .375" (3/8") around.

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**FULL PAGE AD**

**Partial-page ad sizes can be found on page 5.**

17" x 11.125"

16.75" x 10.875"

7.875" x 10.375"

**Trim size** (actual size of page)

= Bleed size minus .125" (1/8") around.

**Safe area** (text & important elements inside this area)

= Bleed size minus .375" (3/8") around.

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**SPREAD AD**