

2015

**PHYSICAL
THERAPY
PRODUCTS
MEDIA
KIT**

**PHYSICAL THERAPY
PRODUCTS**

Table of Contents

3 Physical Therapy Products

Meet the new, intelligent media that gives serious, actionable business intelligence. *Physical Therapy Products* enables marketers to create targeted, content-enabled marketing solutions for their business, identify and engage key market influencers, and provide a new level of marketing ROI.

4 View

View™ is the software tool that helps make sense out of all that data so that marketers can assess and react in near real-time, allowing for content and strategies adjustments and retargeting.

5 Discover

View™ accesses “Big Data” and applies physics principles to help marketers visualize it in a way that makes sense for their business. With View's real-time monitoring of your ecosystem, *Physical Therapy Products* can understand the effects of your marketing strategy and can adjust that strategy as quickly and decisively as necessary.

6 Solve

Physical Therapy Products and Allied 360 can reach any key influencers, no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

7 Content & Audience

Our solutions begin with a fact-based understanding of your markets and customers. Because your business is unique in its marketing approach, our teams don't make a move until they have a solid command of your company's goals, customers, and go-to-market strategy and data assets. Once we shift into execution mode, we continually evaluate progress against key performance metrics, identifying opportunities to make improvements that will deliver measurable gains.

8 Appendix

9 Editorial Calendar

10 Rates & Specs

15 RFP Form

16 Contact

Physical Therapy Products

Our Brand



This new, intelligent media is founded in data-driven, actionable business intelligence that works in concert with relevant, timely, and desirable content. *Physical Therapy Products* and Allied 360 is able to provide a whole new level of ROI to marketers through our ability to create targeted, content-enabled marketing solutions, identify and engage key market influencers, and empower businesses with real-time insights that allow for ongoing refinement and adjustment of marketing strategies.

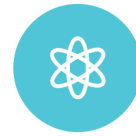
Our Benefits



Allied 360's brands enjoy a central market position within the verticals they serve, as well as other crucial values like content context, market trend awareness, audience penetration, and content and marketing message distribution.

By leveraging our significant footprint across healthcare, we're investing in the future of data and insights, as well as the differentiation within our spaces. The power of *Physical Therapy Products'* network allows us to identify and track a brand's ecosystem. View™ uses Network Theory and Analysis methods to create a new layer of discovery and measurement.

Our Mission



At *Physical Therapy Products*, we recognize marketers' needs are evolving, which is why we offer solutions to today's challenges:

- Show ability to prove marketing ROI and success of campaigns
- Measure performance and capture leading indicators
- Execute businesses' marketing campaigns across multiple channels
- Ability to leverage data to improve marketing performance
- Navigate large volume of internal and external data to identify and connect with customers, as well as track and manage customers

With today's information overload, marketers and customers are in need of relevant and timely information, which calls for an evolution of traditional information-gathering and buying practices. *Physical Therapy Products* realizes and solves for the need to access relevant information quickly and across multiple channels, whether it's desktop, smartphone, tablet, print, or in-person.

We also realize that the world's increased reliance on networks and peers for information, opinions, and advice make marketers' need for trusted, independent information sources they can rely on – *Physical Therapy Products* can help.

Technology



View™ is an evolutionary software tool that helps make sense out of “big data” so marketers can assess and react in near real-time, and applies physics principles to help marketers visualize data in a way that makes sense for their business. View™ accesses more than 4 billion Internet pages – every blog, social media, conversations, advertising, emails, articles, images – even print and television ads.

Benefits



View™ uniquely proves ongoing value for marketers, and links marketing investments to success and ROI. It is a powerful, proprietary technology platform that tracks and measures all relevant data on a marketing campaign, media, influencers, and results. Customizable and flexible, View™ employs state-of-the-art data-visualization tools that scours the complete world wide web to collect the data that’s most relevant to your objectives, with relevant third party data as well as your own proprietary data, to create the most comprehensive data set available.

Software



View™ includes several types of visualization engines that allow the massive amount of data behind the ecosystem of a brand to be easily interpreted by the human brain. View™ visualization engines depict the volume, velocity, value and variety of the data within your ecosystem, and incorporates more than 40 different applets or “widgets” that can be used to visualize specific types or elements of data. With such a large variety of visualization widgets, any client situation can be customized to display only the most critical insights.

Capabilities



View™ is able to measure the effectiveness of your brand or specific campaign by monitoring key mentions of your brand or topic throughout the entire web. View™ provides a mix of monitoring tools that allow you to see ranking of your websites and your competitors in real-time based on a number of factors:

- Who your prospects are, their identification and communication to influencers, outliers, and mavens
- Who, what, when, and where are your influencer networks
- Where and how to penetrate unknown ecosystems

Discover

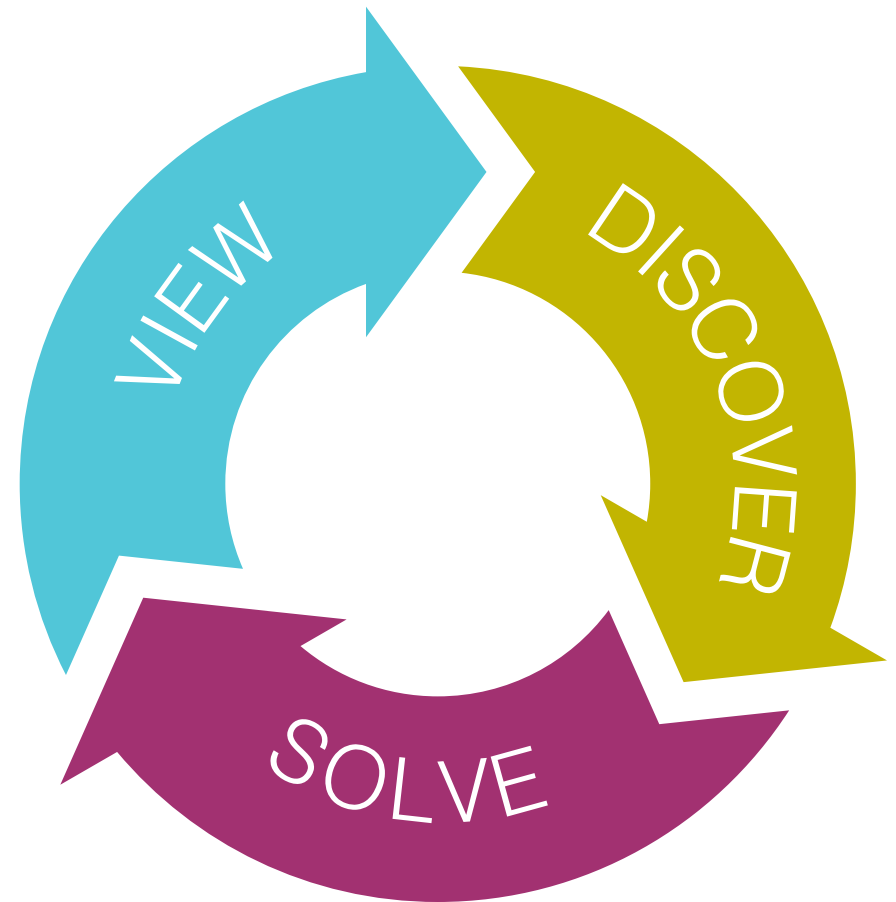
Data-Driven Marketing Intelligence



Physical Therapy Products fuels customer engagement by employing View™ to create and manage the marketer-specific data that forms your ecosystem. This identifies key influencers and unique market conditions that drive sales, which in turn forms the basis of a customized marketing strategy. We then bring in our Data Sciences, Creative Services, E-Media, and Account Services teams to work with the customer and formulate an accountable marketing and media strategy with benchmarks and key deliverables. By leveraging all appropriate media and marketing services to successfully execute your marketing strategy, *Physical Therapy Products* can rely upon ongoing, real-time monitoring of your ecosystem to understand the effects of your marketing strategy, and adjust that strategy quickly and decisively as necessary.

3 Performance Improvements

- 1 Better marketing ROI based on channel reach. Increasing targeting to channels with a high value in communication impact.
- 2 Bridging gaps into new marketing. Extended insights allow for new products to existing customers, new customers, new channels and other ways of looking at markets.
- 3 Pinpointing subject matter experts who influence decision makers in your industry.



Solve

Today, *Physical Therapy Products* and Allied 360 is built to deliver intelligent and innovative marketing solutions that drive results. As a technology-based market intelligence business, with well-established media brands, and a full service marketing agency, *Physical Therapy Products* truly does it all. From brand strategies to content marketing, print media to live events, digital performance media to reputation management, *Physical Therapy Products* is uniquely positioned to drive your growth.

Physical Therapy Products has access to over 1.3 million healthcare providers throughout the U.S. *Physical Therapy Products* includes 10 respected and relied-

Marketing Strategies

- Brand Development
- Message creation and channel distribution
- Experiential marketing

Marketing Services

- Social media
- Web site design and development
- SEO & SEM
- Reputation management
- Online interactive media
- Trade show programs
- Event marketing and community engagement
- Experiential marketing

Direct Marketing

- Direct mail/Inserts
- Dedicated email newsletters
- List rental

upon media brands and a healthcare practitioner database of more than 400,000 industry professionals in select verticals within U.S. healthcare. Additionally, combine that with our content creation and channel agnostic distribution capabilities, and no other marketing intelligence or marketing service provider can compare. We can reach your key influencers no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

Content Marketing

- Contributed and branded articles in print and online
- Sponsored research reports
- Magazines (print or digital)
- Print & Email Newsletters
- Microsites
- Webinars, Podcasts, Blogs, and Videos
- Community development around key topics

Advertising Solutions

- Print advertising in established magazines
- Digital advertising on our branded web sites
- Branded e-mail newsletters
- Editorial webinars, webcasts, and virtual events
- Buyers' Guides
- Second covers, gatefolds, belly bands, tip-ons

Overview

Physical Therapists who are hands on to their patients (clients) - readers are health care providers who work with injured patients to help them become mobile again. They usually earn a master's degree in physical therapy and work in hospitals and physical therapy clinics. Physical therapists provide support and retraining for people with permanent and temporary disabilities.

The Brand

Physical Therapy Products is one of the fastest growing magazines covering the physical therapy market. In the past 4 years, our revenues have risen dramatically above the industry average.

Physical Therapy Products' success has been driven by its focus on products. We deliver the most product coverage of any brand in the field. Each issue includes product-focused features on business management, technology, and treatment methods and modalities.

In addition to its unique editorial focus, *Physical Therapy Products* works because it reaches physical therapy professionals in both private practice outpatient clinics and hospital-based rehab departments.

Allied 360 Practice Areas

Biomedical Professionals, Healthcare Technology Management
24x7mag.com



Diagnostic Imaging, Healthcare IT Professionals & Executives
axisimagingnews.com



Clinical Diagnosticians, Lab Technicians & Specialists
clpmag.com



Audiologists, Hearing Instrument Specialists, ENTs
hearingreview.com



Practicing Orthodontists & Dental Administration
orthodonticproductsonline.com



Plastic Surgeons, Dermatologists & Dermatologic Surgeons
plasticsurgerypractice.com



Rehabilitation Professionals & Clinical Management
rehabpub.com



Respiratory Care Practitioners, Pulmonary Physicians & Directors
rtmagazine.com



Sleep Specialists, Neurologists & Sleep Lab Executives
sleepreviewmag.com



Content & Audience

Meet the Editor



Frank Long

Editorial Director

✉ flong@allied360.com

☎ 714.434.4883

As a journalist and editor, Frank Long has covered the practice and management of healthcare for more than 8 years, and in 2011 took the helm of *Physical Therapy Products* as editorial director. As an avid recreational athlete, Frank understands the mission of physical therapy from a personal perspective, and through his continuing work in medical publishing, he has formed important relationships within the physical therapy community. Responsive and committed, he works with members of the profession to provide the most current, beneficial information for the brand's audience.

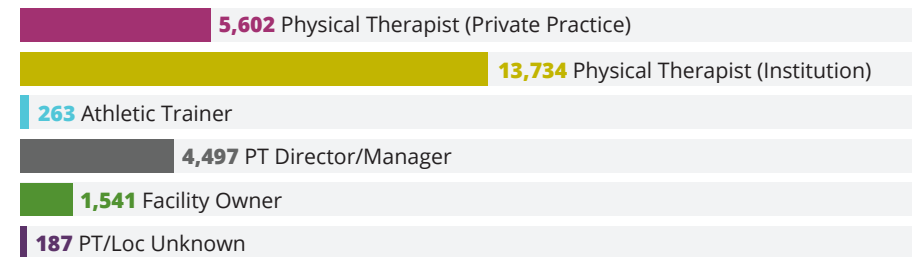
Physical Therapy Products will offer regular columns about professional growth from thought leaders and cutting edge clinicians who push the edge with products and practice management strategies that help them find, and keep, a competitive edge.

The thought leaders who are members of our Editorial Advisory Board include some of the country's top clinicians and physical therapy educators. This distinguished group provides insight and guidance about new physical therapy products, as well as recent advances in how those products can provide maximum therapeutic benefit.

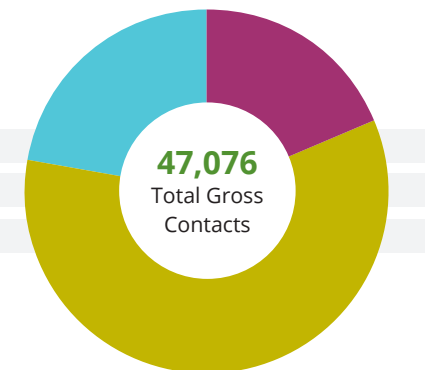
Audience

Physical Therapy Product allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Physical Therapy Product* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

Audience Breakdown



Total Contacts



Editorial Calendar

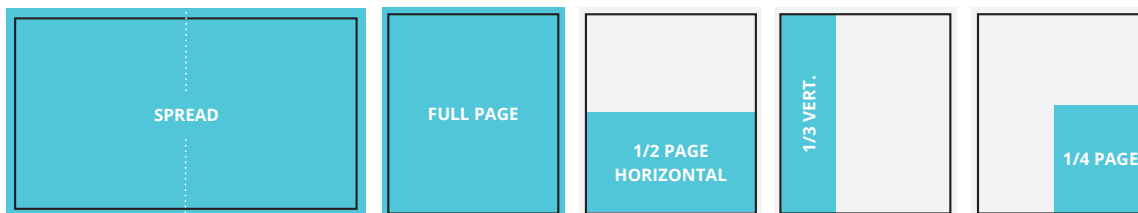
**PHYSICAL THERAPY
PRODUCTS**

JANUARY	FEB/MAR	APRIL/MAY	JUNE/JULY	AUGUST/SEPT	OCT/NOV	DECEMBER
<p>Features Gait & Balance</p> <p>Practice Management Software Matrix</p> <p>Workplace Injury & Prevention</p> <p>Treatment Modalities</p> <p>Aquatic Therapy</p> <p>Fitness, Rehab, & Prevention</p> <p>Bonus Distribution APTA Combined Sections Meeting</p>	<p>Features Pain Management</p> <p>Continuing Education</p> <p>Knee Rehab/ Lower Extremity</p> <p>Stroke Rehab</p> <p>Balls, Bands, & Beyond</p> <p>Integreated Software Showcase</p>	<p>Features Product Guide</p> <p>Bonus Distribution at all shows</p>	<p>Features Billing Software</p> <p>Vestibular Rehab</p> <p>Capital Expenditures</p> <p>Return to Work</p> <p>Pain Management Showcase</p> <p>Aquatic Rehab</p> <p>Bonus Distribution APTA NEXT Conference</p>	<p>Features Documentation Software Matrix</p> <p>Hot/Cold Therapy & Topicals</p> <p>Fitness & Therapy</p> <p>Fall Prevention</p> <p>Drop Foot</p> <p>Concussion Management</p> <p>Bonus Distribution APTA Private Practice Section</p>	<p>Features Stroke & Neuro</p> <p>Aquatic Therapy</p> <p>Advances in Technology</p> <p>Facility Based Equipment</p> <p>Cloud Computing</p> <p>Resistance Equipment & Accessories</p> <p>Bonus Distribution APTA Private Practice Section</p>	<p>Features Buyer's Guide</p> <p>Bonus Distribution at all shows</p>
<p>Ad Close Date: 12.12.14 Ad Materials Due: 12.16.14 Mail Date: 1.16.15</p>	<p>Ad Close Date: 2.2.14 Ad Materials Due: 2.4.15 Mail Date: 3.3.15</p>	<p>Ad Close Date: 4.2.15 Ad Materials Due: 4.6.15 Mail Date: 5.1.15</p>	<p>Ad Close Date: 6.8.15 Ad Materials Due: 6.10.15 Mail Date: 7.8.15</p>	<p>Ad Close Date: 8.13.15 Ad Materials Due: 8.17.15 Mail Date: 9.14.15</p>	<p>Ad Close Date: 10.7.15 Ad Materials Due: 10.9.15 Mail Date: 11.5.15</p>	<p>Ad Close Date: 11.18.15 Ad Materials Due: 11.20.15 Mail Date: 12.21.15</p>

Rates & Specs

PHYSICAL THERAPY PRODUCTS

Print



PREFERRED POSITIONS

Premium:
Premium Placement \$550

Color Rates:
CMYK - Spread \$1,250
CMYK \$850
Spot Color \$550-1,100

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$6,650	\$6,420	\$6,210	\$5,920	\$5,310	\$5,160	\$4,900
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,325	\$3,210	\$3,105	\$2,960	\$2,655	\$2,580	\$2,450
1/2 Page Horizontal	7 x 4.875	-	-	\$2,205	\$2,155	\$2,080	\$1,990	\$1,785	\$1,730	\$1,645
1/3 Page Vertical	2.375 x 10	-	-	\$1,705	\$1,645	\$1,620	\$1,535	\$1,380	\$1,335	\$1,265
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,440	\$1,390	\$1,370	\$1,290	\$1,175	\$1,135	\$1,080

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Mix. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: KAREN ECKMAN 913.955.2764, FAX 913.647.6108, KECKMAN@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/1uhVNQ89Ng

White Paper

\$6,000 total | \$700 per page for content creation

Marketing - Marketing Manager
Design - Client
Website - Editor

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

- Advertiser Logo and URL link
- Completed white paper in PDF format
- Customized registration page
- Up to three custom registration questions
- Marketing support campaign included
- Lead-retrieval options

Roles & Duties

Client

- Define the expectations
- Provide materials
- Meet approval times

Sales

- Inform client of timeline
- Manage final approval

Specs



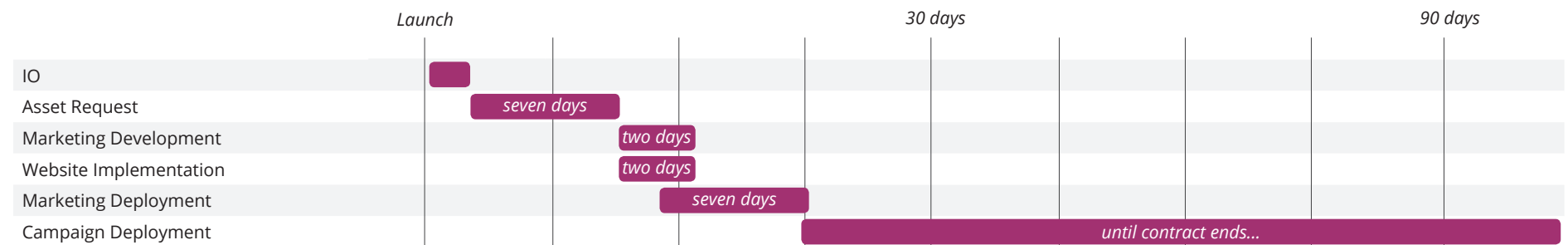
Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Advertiser Logo: 300 dpi, eps, jpg

Timeline



Podcast

\$1,000 per podcast | posted for 1 year
\$1,000 set up fee for editorial involvement

Marketing - Marketing Manager
Editorial - Editor
Design - Art Director
Website - Director of E-media

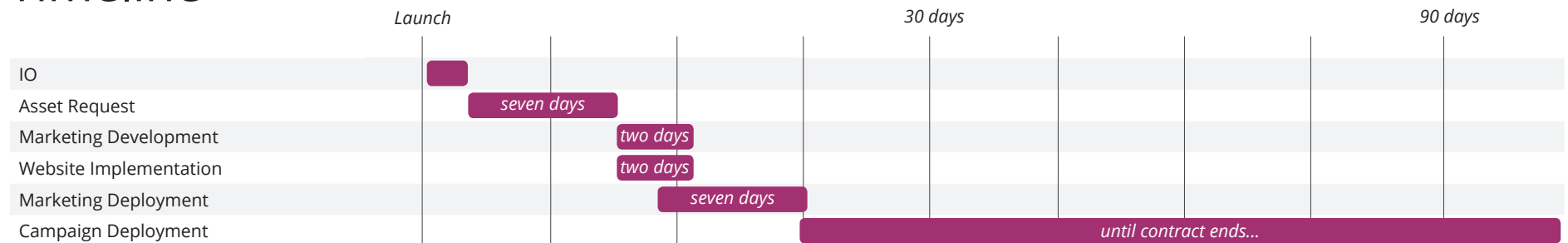
Overview

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissects industry developments. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

Program Features

- Single or multi-sponsored
- 15-second audio commercial
- 100x300 ad unit with URL link
- Customized registration form to access podcast
- Marketing support campaign included
- Lead-retrieval options

Timeline



Roles & Duties

Client

- Define the expectations
- Provide materials
- Meet approval times

Sales

- Inform client of timeline
- Manage final approval

Specs



Audio: 15-seconds

Overview

Promote your message via marketing directly to the desktop or mobile device. E-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

Roles & Duties

Client

- Define the expectations
- Provide materials
- Meet approval times

Sales

- Manage final approval

Specs



Leaderboard: 728 x 90, gif, jpg, 45kb

Program Features

Daily E-Newsletter

Reach up to 127,000 audience members monthly for around \$20/per 1000*

- Leaderboard - Zone 1..... **\$2,550 month**
- Leaderboard - Zone 2..... **\$2,300 month**
- Leaderboard - Zone 3..... **\$2,075 month**

Weekly E-Newsletter

Reach up to 31,700 audience members monthly for around \$35/per 1000*

- Leaderboard - Zone 1..... **\$1,100 month**
- Leaderboard - Zone 2..... **\$1,000 month**
- Leaderboard - Zone 3..... **\$900 month**
- Leaderboard - Zone 4..... **\$800 month**
- Leaderboard - Zone 5..... **\$750 month**

Breaking News

Reach up to 7,900 audience members monthly for around \$70/per 1000*

- Leaderboard - Zone 1..... **\$3,000 month**

Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

Overview

Promote your message via marketing directly to the desktop or mobile device. E-blasts deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

Program Features

Multisponsor \$400 per listing | \$100 production charge

- Advertiser Logo and URL link
- Client provided materials
- Minimal materials required: image, advertiser name and short description
- Editorial preference list

Third Party \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Roles & Duties

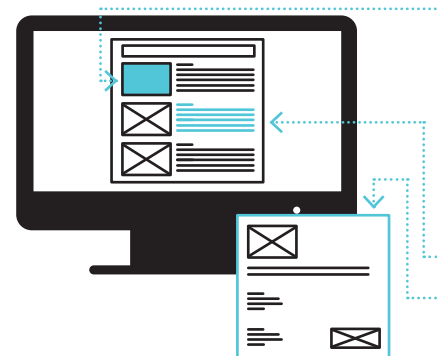
Client

- Define the expectations
- Provide materials
- Meet approval times

Sales

- Inform client of timeline
- Manage final approval

Specs



Advertiser Logo: 300 dpi, eps, jpg
Advertiser Name
Body Text: 75 words max
Contact Info: URL and phone number
Booth Number: Show blast only
Image: 175 x 175 pixels, jpg, gif
Short Description: 300-500 words
E-Mail: 600 x 1250 px HTML file*
*recommended size

RFP Form

Allied 360° gives you access to big data. View™ makes sense out of all that data.

See [Why Businesses Rely on View™ to Transform their Brand](#).

Through the revolutionary View™ Analytics Platform, Allied 360 measures and scores your business' data in motion against key metrics for your industry. By capturing successful trends, we develop repeatable, decision-driven strategies that will transform your business and brand.

Book your Live Demo of View™ today and experience big data analytics and business insights like you never thought possible.

Your interactive demo will be inclusive of:

- Ecosystem Topography: 1 Topic Profile
- Connection Depth: 1st and 2nd Degree
- Active Nodes: Up to 5000

Have questions? We have answers. Let Allied 360's team guide and show you all the elements of View™ that make it one-of-a kind.

***First Name**

***Last Name**

***Business Email Address**

***Company**

***Request Demo Topic**

Industry

***Country**

***Phone Number**

***Number of Employees**

*** required fields**

Contact

Business & Sales

Roger Buckley

VP Media/Marketing Services

✉ rbuckley@allied360.com

☎ 972.216.5104

Jody Rich

Publisher

✉ jrich@allied360.com

☎ 480.575.6631

Editorial

Frank Long

Editorial Director

✉ flong@allied360.com

☎ 714.434.4883

Deborah Overman

Associate Editor

✉ doverman@allied360.com

☎ 310-559-1312

Brittan West

Managing Editor

✉ bwest@allied360.com

☎ 818.493.9588

Production

Eli Patterson

Creative Manager

✉ epatterson@allied360.com

☎ 913.955.2728

Ashley Miller

Art Director

✉ amiller@allied360.com

☎ 913.955.2715

Karen Eckman

Advertising Coordinator

✉ keckman@allied360.com

☎ 913.955.2764

Corporate Headquarters

Physical Therapy Products

4303 W 119th St, Leawood, KS 66209

☎ 913.894.6923 📠 913.894.6932

🌐 ptproductsonline.com