MEDIA KIT
2024
16 West 22nd Street, Suite 200, New York City, New York 10010
telephone 212-260-7210 website www.PsychologyToday.com
For over 55 years, *Psychology Today* has dedicated itself to exploring the connections between mind, body, and spirit! In every issue, *Psychology Today* addresses why we behave the way we do and how we engage with the world around us, as well as how we react to life stages, including birth, career choices, marriage, adversity, and success.

*Psychology Today* assists our readers with making healthy lifestyle decisions by embracing positive behavioral changes that influence not only themselves but also the world around them!
Top 10 Reasons Readers Keep Coming Back

1. Self-Improvement
2. Relationships
3. Medical Advice
4. Professional Interest
5. Sexuality
6. Food & Nutrition
7. Family/Parenting
8. Alternative Medicine
9. Career Issues
10. Physical Health/Fitness
Psychology Today

DEMOGRAPHICS

Readership
- 60% female
- 40% male

Education
- 67% Attended/Graduated College+

Employment
- 63% Employed
- 30% Professional/Managerial

Circulation
- Guaranteed Rate Base: 275,000
- Readers Per Copy: 9.24
- Total Audience: 2,541,000

Median Age
- 18–49: 61%
- 25–54: 50%
- 35–49: 25%

Income
- Average HHI: $105,133
- $40,000+: 73%
- $50,000+: 67%
- $60,000+: 60%

Social Media
- 7.3M likes
- 1.2M followers
- 680K followers
- 1M followers

Source: Simmons-MRI Spring 2023
A Healthy Editorial Mix

*Psychology Today* embraces the fact that wellness is as much about self-awareness and self-care as it is physical health. Every issue offers trusted advice from experts in the fields of relationships and self-esteem, sexual health, nutrition, and everyday health issues.

By putting into perspective the latest research and trends, *Psychology Today* provides useful advice that’s balanced and inspirational, offering a step-by-step plan for healthy living on topics that are designed to help readers take immediate action in their lives.
INSIGHTS

Unconventional Wisdom
A sassy advice column by Editor-at-Large Hara Estroff Marano that addresses sexual, emotional, and familial quandaries with insight and verve.

Q&A
Scientists, artists, philosophers, and other bright minds speak with us about their work and offer new perspectives on human behavior.

News & Tips
We explore fresh and helpful research on topics from neuroscience to relationships, motivation to human development and planning for the future, breaking down new findings into usable information.

POV

Two-Minute Memoir
First-person narratives that capture life-changing moments and revelations.

Books
We analyze and compare new releases on topics ranging from the secrets of spies to the quest for immortality.

One Question
From a mass shooting survivor to an olympic athlete struggling with mental health, this magazine closer profiles an individual who has a novel, surprising, or inspirational insight about the human experience.

PERSONALITY

Personality Traits and Types
An exploration of the eternally fascinating parade of temperaments, traits, and behaviors we all encounter, from the people-pleaser to the victim-martyr.

Eccentric’s Corner
A probing conversation with zany, mysterious, and brilliant artists, ground-breaking scientists, and other unconventional characters who shed light on our favorite subject—ourselves.
EDITORIAL FEATURES

HEALTH

Supplemental Science
The freshest and most reliable information about the nutrients that enrich our physical and mental well-being.

Nature’s Bounty
From a top chef’s focus on nutrition and taste to a grower’s dedication to the functional properties of his crops, this feature takes a look at every stage of our food, from cultivation to consumption to the human behavior it supports.

Mind Your Body
A dive into the many unusual ways mind and body interact. Tips for improved mood and optimal health, from ways to get the most out of your doctor visits to physical and emotional pick-me-ups.

RELATIONSHIPS

Mating
From first dates to long-term love, we illuminate the ties that bind us and the pathways to deeply satisfying lives together.

Social Life
Human beings are social animals, and the tenor of our social life is one of the most important influences on our mental health and our longevity. We document the ever-evolving ways people connect—or not.

Sex
The hottest topics in sexuality—from unexpectedly attractive traits to the meaning of our fantasies—are explored here.
Supplemental Science delivers the latest facts, research and information on vitamins and other nutritional boosters that support brain health and overall well-being.

Topics for 2024

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPIC</th>
<th>SPACE CLOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Brain Health</td>
<td>11/03/23</td>
</tr>
<tr>
<td>March/April</td>
<td>Concentration/Focus</td>
<td>01/05/24</td>
</tr>
<tr>
<td>May/June</td>
<td>Gut Health/Microbiome</td>
<td>03/01/24</td>
</tr>
<tr>
<td>July/August</td>
<td>Memory</td>
<td>05/03/24</td>
</tr>
<tr>
<td>September/October</td>
<td>Sleep</td>
<td>07/05/24</td>
</tr>
<tr>
<td>November/December</td>
<td>Anxiety</td>
<td>09/06/24</td>
</tr>
</tbody>
</table>
STATISTICS

Traffic
Unique Visitors _______ 21.4 million/month
Page Views ________ 52 million/month
Average Time on Site ______ 2.4 minutes

Gender
Male _______ 42.1%
Female __________ 57.9%
Median Age _______ 34 yrs.

Household Income
$75K+ _______ 49%
$100K+ __________ 33%

Education
Attended/Graduated College ______ 61%
Attended/Graduated Graduate School ______ 17%

Top 5 Topics on Site
• Depression/Anxiety
• Wellness
• Healthy Sexuality
• Education
• Brain

5 UNIQUE FEATURES
1. Over 50+ new articles every day
2. 1,000+ Expert Bloggers
3. The Therapy Directory
4. The Facility Directory
5. Over 50 Online Health Tests

Digital Specs:
https://www.psychologytoday.com/us/docs/about-psychology-today

Source: comScore August 2023
DIRECTORIES

THE BEST FIT FOR EVERY PERSONALITY

Psychology Today’s Therapy Directory helps clients find the right therapist or treatment center.

- Generates more than a million referrals a year
- Searches can be refined by location, insurance, price, & specialty
- Mobile, tablet, & desktop responsive
- Includes 300,000+ therapists & treatment centers

- sex addict
- anxious
- bipolar
- detoxing
- abused
- depressed
- insomniac
- narcissistic
- grieving
- anorexic
- alcoholic
- antisocial
- defiant
- gambling addict
- impotent
## 2024 Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Materials Due</th>
<th>On-Sale</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/03/23</td>
<td>11/10/23</td>
<td>01/02/24</td>
</tr>
<tr>
<td>March/April</td>
<td>01/05/24</td>
<td>01/12/24</td>
<td>03/05/24</td>
</tr>
<tr>
<td>May/June</td>
<td>03/01/24</td>
<td>03/08/24</td>
<td>05/07/24</td>
</tr>
<tr>
<td>July/August</td>
<td>05/03/24</td>
<td>05/10/24</td>
<td>07/02/24</td>
</tr>
<tr>
<td>September/October</td>
<td>07/05/24</td>
<td>07/12/24</td>
<td>09/03/24</td>
</tr>
<tr>
<td>November/December</td>
<td>09/06/24</td>
<td>09/13/24</td>
<td>11/05/24</td>
</tr>
</tbody>
</table>
NEWSSTAND DISTRIBUTION

Book & Music Stores
- BAM!
- Barnes & Noble
- Follett

General Retail
- Walmart
- Target
- kmart

Supermarkets
- Stop & Shop
- Safeway
- Kroger
- Publix
- Harris Teeter

Health Food Stores
- Sprouts
- Natural Grocers
- Mollie Stone’s Markets
- Andronicos
- Whole Foods Market
- Harvest Market

Drugstores
- CVS
- Rite Aid
- Walgreens
## 2024 Rates

### General Rates

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate Base: 275,000</th>
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<tr>
<td>1x</td>
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<tr>
<td>3x</td>
<td>$18,795</td>
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<td>6x</td>
<td>$17,640</td>
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<tr>
<td>9x</td>
<td>$16,590</td>
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<tr>
<td>12x</td>
<td>$15,645</td>
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<td>11,550</td>
<td>$10,920</td>
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<tr>
<td>10,185</td>
<td>$9,555</td>
</tr>
<tr>
<td>8,925</td>
<td>$8,395</td>
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<tr>
<td>7,770</td>
<td>$7,350</td>
</tr>
<tr>
<td>6,930</td>
<td>$6,615</td>
</tr>
<tr>
<td>6,300</td>
<td>$5,980</td>
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<tr>
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<td>11,130</td>
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<td>9,785</td>
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<tr>
<td>9,765</td>
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<td>$11,340</td>
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<tr>
<td>10,080</td>
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<td>8,820</td>
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<td>7,875</td>
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<td>6,930</td>
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<td>6,195</td>
<td>$5,760</td>
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<tr>
<td><strong>Covers</strong></td>
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<tr>
<td>Second</td>
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<td>Third</td>
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<td>Fourth</td>
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### Special Sections

<table>
<thead>
<tr>
<th>Special Section</th>
<th>Rate Base: 13,125</th>
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<tbody>
<tr>
<td><strong>Education &amp; Emporium</strong></td>
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</tr>
<tr>
<td>1/2 Page</td>
<td>$6,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,360</td>
</tr>
<tr>
<td>2/9 Page</td>
<td>$2,940</td>
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<tr>
<td>1/6 Page</td>
<td>$1,995</td>
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<tr>
<td>1/9 Page</td>
<td>$1,470</td>
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**Standard BRC (Supplied)**

<table>
<thead>
<tr>
<th>BRC (75# stock)</th>
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</table>

**Inserts (Supplied)**

<table>
<thead>
<tr>
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<tbody>
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<td>Single leaf (75# stock)</td>
<td>$20,055</td>
</tr>
<tr>
<td>Double leaf (75# stock)</td>
<td>$36,100</td>
</tr>
</tbody>
</table>

* Must be accompanied by full or 1/2 page ad, bind-in & postage costs are additional.
** For additional page insert costs, please contact your sales representative.  

ALL RATES ARE GROSS
SPECS

*Psychology Today* magazine is produced computer-to-plate (CTP), and material supplied must adhere to the recommended Specifications for Web Offset Publication (SWOP).

**Full Page**

**File format:** **PDF/X-1a:2001 format only.** Careful attention must be paid to the proper creation of PDF/X-1a: 2001 files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/X-1a:2001 file is saved. Use only Postscript fonts—no TrueType fonts or font substitutions. Images must be a high-resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only; no RGB images. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. All transparencies must be flattened. File should be right reading, portrait mode, 100% size, and no rotations. PDF/X-1a:2001 must include trim marks, bleed and center marks in all separations. 4-color black type is not recommended. Publisher is not liable for print quality of advertisements not arriving to SWOP specifications.

**Bleed ads:** Image or color bleeds must extend 1/8” beyond the trim line on all sides.

**Crop marks/Trim marks:** They should offset from trim by 1/4”. Marks are not to touch live image or bleed area.

**Fractional Page (including Education and Emporium)**

**File format:** **Illustrator .eps** (layers must be flattened and text converted to outlines) or **Photoshop .eps/.tiff** (layers must be flattened, no .psd file) at 300 resolution. Any unused colors must be deleted. Line art used at 100% should be 1200 dpi; used at 50%, it can be 600 dpi; it should not be used at any size smaller than 50%. All color artwork/illustrations or photographs must be saved as CMYK. No RGB files accepted. Trim marks are not required. Publisher is not liable for print quality of advertisements not arriving to specifications. Please check your file carefully before you send it.

**File Naming:** All files must be labeled correctly with *advertiser name* and *magazine issue date* (example: kashi_feb2019). Limit file name to 24 characters including the extensions. Do not use spaces and illegal characters such as (’”-@#$%^&*()!{}|/&';) in file names. Please check your file carefully before you send it.

**Material Deadline:** Materials are due at 5 pm EST on material due date or extension date.

**Delivery:** We accept materials via email to **ray@psychologytoday.com.** Please include *advertiser name* and *magazine issue date* in the subject line of the email (example: Kashi-Feb 2019).

**Proof:** *Psychology Today* utilizes Virtual Proofing technology. Hard copy guidance is no longer required.

**Print Specs:** [https://www.psychologytoday.com/us/docs/about-psychology-today](https://www.psychologytoday.com/us/docs/about-psychology-today)

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**Contact**

Ray Ramcharitar, **Production Director**

**Email:** ray@psychologytoday.com
SPECS

Run of Book
Magazine Trim Size: 8” x 10-1/2”
Printing Process: Web Offset
Binding: Saddle Stitch

Commission & Invoicing
AGENCY COMMISSION: 15% of gross billing to recognized agencies.
INVOICES: Rendered mid-month preceding date of issue.
PAYMENT TERMS: Net 30 days.

Special Units
Gatefolds, booklets, special insert sections available on a limited basis. Bind-in cards are available on an advertiser supplied or shared basis. Cards must be accompanied by a full-page advertisement. Random or perfect A/B splits available. Rates and specifications available from your sales representative.

Copy & Contract Regulations
Advertisements not arriving to spec are subject to production fees. Typesetting changes done to ad beyond keycode changes are subject to production fees. Publisher is not liable for tracking code errors. Publisher is not liable for print quality of advertisements not arriving to specifications. Advertisements that look, in the publisher’s opinion, like the publication’s editorial pages will be marked “Advertisement.” Changes in orders must be made two weeks prior to closing date of issue. Cancellations made at or after official closing date will be subject to short rates. No conditions other than those set forth in this rate card shall be binding on the publisher unless agreed to in writing by the publisher.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>LIVE AREA</th>
<th>TRIM</th>
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</thead>
<tbody>
<tr>
<td>Spread*</td>
<td>15” x 10”</td>
<td>16-1/4” x 10-3/4”</td>
<td>15” x 10”</td>
<td>16” x 10-1/2”</td>
</tr>
<tr>
<td>1/2 page spread**</td>
<td>15” x 4-1/2”</td>
<td>16-1/4” x 5-3/8”</td>
<td>15” x 4-1/2”</td>
<td>16” x 5-1/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7” x 10”</td>
<td>8-1/4” x 10-3/4”</td>
<td>7” x 10”</td>
<td>8” x 10-1/2”</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4-1/2” x 10”</td>
<td>5-1/4” x 10-3/4”</td>
<td>4-1/2” x 10”</td>
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<td>8-1/4” x 5-3/8”</td>
<td>7” x 4-1/2”</td>
<td>8” x 5-1/8”</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>3-1/2” x 10”</td>
<td>4-1/8” x 10-3/4”</td>
<td>3-1/2” x 10”</td>
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<td>2-1/8” x 10”</td>
<td>2-9/16” x 10-1/2”</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4-1/2” x 4-1/2”</td>
<td>—</td>
<td>4-1/2” x 4-1/2”</td>
<td>4-1/2” x 4-1/2”</td>
</tr>
</tbody>
</table>

* Send each page of full page spread as separate files in PDF/X-1a: format.
** Send each page of page spread as separate files in Illustrator eps or Photoshop eps/tiff.

For bleed ads, the live area should not exceed the non-bleed measurements.

Education & Emporium

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SIZE</th>
<th>UNIT</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
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<td>7” x 4-1/2”</td>
<td>2/9 horizontal</td>
<td>4-1/2” x 3”</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4-1/2” x 4-1/2”</td>
<td>1/6 vertical</td>
<td>2-1/8” x 4-1/2”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2-1/8” x 9-1/4”</td>
<td>1/6 horizontal</td>
<td>4-1/2” x 2-1/8”</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>7” x 3”</td>
<td>1/9 page</td>
<td>2-1/8” x 3”</td>
</tr>
<tr>
<td>2/9 vertical</td>
<td>2-1/8” x 6-1/8”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FULL PAGE INSERT

Magazine Trim Size: 8” x 10-1/2”  Printing Process: Web Offset  Binding: Saddle Stitch

Insert Dimension:
Insert must be 12 1/8” x 10 3/4”; this includes 1/8” bleed for trimming on three sides. The Live/Safety area is 7.5” x 10”.
Do not include cropmarks on inserts. Insert will be bound and trimmed to the size of our 8” x 10.5” magazine.

Stock: Spoilage:
Minimum: 80# Text stock  • Under 50,000 inserts: supply 1500
Maximum: 130# Text stock  • Over 50,000 inserts: supply 3%

Delivery to Printer (FRY)
Packaging Requirements
Materials being delivered must meet the following requirements.
1. All materials must be accompanied by a detailed packing list and Bill of Lading (“BOL”).
2. Each skid and/or carton should be clearly marked on all four sides with the following information:
   a. Counts per lift/carton
   b. Total counts per skid
   c. Total number of pieces (forms) for roll stock and/or fanfold
   d. Description of piece (key code, unique identifier)
   e. Title and issue or a FRY Job Number (please contact your Account Sales Representative or see below)
   f. Front page edit clue if 2-page insert (Example: attach an actual sample of the insert to the outside of the carton
      and label it “Page 1/Side A”).
3. All skids must be secured, wrapped, and banded with plastic banding, not metal.
4. The total height of the skid can be no more than 45”, the dimensions of which must be no more than 48” long by
   40” wide and not less then 46” long by 36” wide.

FRY reserves the right to refuse delivery of materials that do not meet the packaging requirements OR to repackage the materials
for a fee (based on prevailing rates) OR to require the materials be picked up by the customer.

FRY Job Number
All product shipments MUST be accompanied by FRY Job Number on the BOL. If the FRY Job Number is not available, the BOL
must include the title and issue of the product being delivered.

Delivery
Deliveries must arrive between 8:00 am–3:30 pm, Monday through Friday. Supplied materials arriving after hours will not be verified.
(There is no delivery apt. required. Dock is open 24/7. If it’s outside of regular hours: 8:00 am–3:30 pm, the driver may need to wait.)
Telephone notification of quantity, number of pallets, shipper and estimated time of arrival should be forwarded to your Customer
Service Account Administrator prior to shipping.

<table>
<thead>
<tr>
<th>Issue Months</th>
<th>Job Number</th>
<th>Proof &amp; Stock Due at Psychology Today **</th>
<th>Insert Due at FRY</th>
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<tbody>
<tr>
<td>Jan/Feb ’24</td>
<td>24/9154</td>
<td>11/10/23</td>
<td>11/27/23</td>
</tr>
<tr>
<td>Mar/Apr ’24</td>
<td>25/9154</td>
<td>01/12/24</td>
<td>01/29/24</td>
</tr>
<tr>
<td>May/Jun ’24</td>
<td>26/9154</td>
<td>03/08/24</td>
<td>03/25/24</td>
</tr>
<tr>
<td>Jul/Aug ’24</td>
<td>27/9154</td>
<td>05/10/24</td>
<td>05/23/24</td>
</tr>
<tr>
<td>Sep/Oct ’24</td>
<td>28/9154</td>
<td>07/12/24</td>
<td>07/29/24</td>
</tr>
<tr>
<td>Nov/Dec ’24</td>
<td>29/9154</td>
<td>09/13/24</td>
<td>09/30/24</td>
</tr>
</tbody>
</table>

* JOB NUMBER must be clearly marked on all boxes of inserts sent to printer.

We require the following proofing material for your insert:
A PDF of creative proof with the front side labeled “A”. The stock weight must be noted.
Please send to: ray@psychologytoday.com

Contact
Ray Ramcharitar, Production Director
Email: ray@psychologytoday.com