Our Advantage

An Audience of Learners

*Psychology Today*’s magazine and website reach behavioral health professionals and general consumers, allowing your message to reach both graduates and undergraduate prospects.

Over 75% of our current magazine readers are currently employed as licensed therapists, providing you with the opportunity to target graduate school prospects for masters degrees, doctoral degrees and CEUs.

A Trusted Source

As an established brand for over 50 years, our readers trust us as an authority in behavioral health.

In today’s world of unreliable information, we provide credible perspectives and a trusted environment for your school’s message.
Our Readers

Readership
- 63% female
- 37% male

Employment
- 69% Employed
- 40% Professional/Managerial

Education
- 80% Attended/Graduated College+

Circulation
- Guaranteed Rate Base: 275,000
- Readers Per Copy: 15.02
- Total Audience: 4,130,500

Median Age
- 18–49: 55%
- 25–54: 50%
- 35–49: 26%

Income
- Average HHI: $102,136
- $40,000+: 75%
- $50,000+: 70%
- $60,000+: 62%

Social Media
- Facebook: 7.6M likes
- Twitter: 681K followers
- Instagram: 596K followers
# 2022 General Rates

## GENERAL RATES

**Rate Base:** 275,000

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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</table>

**Covers**

- Second: 23,065
- Third: 22,060
- Fourth: 24,065

## SPECIAL SECTIONS

**Education & Emporium**

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<tbody>
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<td>3,360</td>
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<td>3,045</td>
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<td>2/ 9 Page</td>
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<td>2,520</td>
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<tr>
<td>1/ 6 Page</td>
<td>1,995</td>
<td>1,890</td>
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<td>1/ 9 Page</td>
<td>1,470</td>
<td>1,365</td>
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</table>

**Standard BRC (Supplied)**

- BRC (75# stock): 13,125

**Inserts (Supplied)**

- Single leaf (75# stock): 20,055
- Double leaf (75# stock): 36,100

* 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**
## 2022 Closing Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON-SALE</th>
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<tbody>
<tr>
<td>January/February</td>
<td>11/05/21</td>
<td>11/12/21</td>
<td>01/04/22</td>
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<tr>
<td>March/April</td>
<td>01/07/22</td>
<td>01/14/22</td>
<td>03/08/22</td>
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<tr>
<td>May/June</td>
<td>03/04/22</td>
<td>03/11/22</td>
<td>05/03/22</td>
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<tr>
<td>July/August</td>
<td>05/06/22</td>
<td>05/13/22</td>
<td>07/05/22</td>
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<tr>
<td>September/October</td>
<td>07/08/22</td>
<td>07/15/22</td>
<td>09/06/22</td>
</tr>
<tr>
<td>November/December</td>
<td>09/02/22</td>
<td>09/09/22</td>
<td>11/01/22</td>
</tr>
</tbody>
</table>
Digital Advertising Options

With over 50 new articles posted everyday, we keep our online content fresh, vital, and current. Our website offers visitors a rich reference source of over 50,000+ articles and blog posts created by our 1,000 hand-selected psychiatric experts. Our site also houses an online directory with over 200,000 therapist and facility profiles that generate 150,000 referrals every day! In addition, our online readers are slightly younger than our print audience, offering a career driven, energetic, and web-savy clientel for your university.

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/about-psychology-today

Source: COMScore September 2021
Advertisers are responsible for providing the components below:

- **Banner**: .gif, .jpg or .png format. Motif, Eyeblast, Pointroll, Unicast, Eyewonder, Klipmart
  - **File size**: 150 KB maximum

  OR

- **HTML5**: A static image (.gif, .jpg or .png format) is also recommended with your HTML5 file as a backup. Please make sure all ad tags are https compatible.
  - **File size**: 1 MB (1,000K) maximum.
  - **Accepted Tag types**: iframe, javascript, standard 1x1
  - **File size**: 40 KB maximum.
  - **Maximum animation length**: 30 seconds
  - **Maximum frames per second**: 5

  We do **NOT** accept Flash files.

- **Link/url**: the address of the landing page that your banner will link to when clicked on.

- **Alternate Text (optional)**: 250 characters (including spaces) for accompanying text/alternate text. This text will be readable by users who have images disabled in settings, or who hover their pointer above a banner. Alternate text is frequently used to add emphasis or prompt click-throughs.

Please check your components carefully (banner dimensions, workable URL and # of characters) before you send them.

All ad sizes comply with those suggested at the Interactive Advertising Bureau.

**Limitations**
- NO pop-ups or pop-unders
- NO sound
- HTML5 ads cannot be tracked by Psychology Today

**Materials are due one week before launch date:**

Ray Ramcharitar
Email materials to ray@psychologytoday.com and cc your Advertising Contact

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**Digital Spec Sheet**

**Desktop Site**

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**ARTICLE PAGE**

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**PsychologyToday.com**
Digital Spec Sheet

Mobile Site

Advertisers are responsible for providing the components below:

- **Banner**: .gif, .jpg or .png format. Motif, Eyeblaster, Pointroll, Unicast, Eyewonder, Klipmart
  **File size**: 150 KB maximum

OR

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Ray Ramcharitar
Email materials to ray@psychologytoday.com and cc your Advertising Contact
We are excited to work with you to create a package that fits your marketing plan and budget. For more information, please contact:

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*Director of Education Advertising*  
Los Angeles, California  
**telephone** 310.458.6557  
**fax** 310.943.1404  
**email** diana@psychologytoday.com

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**fax** 212.260.7566  
**website** www.psychologytoday.com