bariatric beat

THE OFFICIAL BARIATRIC LIFESTYLE GUIDE

2020 MEDIA KIT

FACTS

Bariatric Beat is founded on the premise that knowledge leads to better weight loss results. Practical information is needed in the medical weight loss community to further educate those interested in weight loss and weight loss surgery with a helpful wellness publication missing within this field. Containing reliable and vetted information, **Bariatric Beat's** content is written by experts, including surgeons, dietitians, and psychologists.

The weight loss industry is growing, and weight loss surgery is becoming a more viable option for long-lasting results. Last year was a record-breaking year with 252,000 recorded procedures in the US alone (1). **Bariatric Beat** is the first to enter this field by speaking directly to those who are involved with medical weight loss. The content is created for both practitioners and patients. Successful weight loss requires a complete lifestyle overhaul, and **Bariatric Beat** is the Lifestyle Guide to promote it.

(1) Source: American Society for Metabolic and Bariatric Surgery

MISSION

A vital resource for practitioners and patients, **Bariatric Beat**, is a timely component of the weight loss lifestyle. Our mission is to provide ongoing support for both practitioners and patients. We aim to deliver creative solutions for weight loss-related problems by simplifying the bariatric diet and lifestyle. Practitioners can use the content to help streamline instructions for patients and can use the platform to share their insights with a larger audience to contribute to the development of this field.

Published monthly in a digital format, **Bariatric Beat** speaks to healthcare practitioners on a practical level that helps their practice communicate medical and nutrition principles. The publication also speaks directly to the patient seeking to lose weight by encouraging a healthy lifestyle that inspires behavioral change.

The expert's voice is the highlight of the **Bariatric Beat brand.**

You can find exclusive online content on our website **www.bariatricbeat.com**.

AUDIENCE

Bariatric Beat is an independent publisher with a vast network of healthcare professionals. Additionally, we've cultivated new audience segments that are driving the industry of interest to weight loss advertisers.

Your message will reach and influence the following healthcare professionals:

- Physicians
- Nurses
- Registered Dietitians
- Social Workers
- Therapists/Psychologists
- Addiction Counselors
- Behavioral Health Professionals
- Pharmacists
- PTs/OTs
- PAs/NPs
- Surgery Patients
- Insurance Companies

NETWORK

Bariatric Beat is a media brand with numerous platforms through which advertisers can deliver their messages. Our network includes our website, digital publication edition, and multiple social media platforms, as well as opportunities for custom e-blasts to be delivered directly to the inboxes of healthcare professionals and their patients.

EDITORIAL CALENDAR

JANUARY

Getting Organized
Organizational Tips
Back to Basics
Winter Dehydration
Quick & Easy Meals
Home Workouts

Ad Deadline: 12/09/19

FEBRUARY

Heart Health
Heart Matters
Sodium-Free Flavor
Low-Down on Low-Fat
Beat the Sugar Cravings
Walk, Jog, Run

Ad Deadline: 01/13/20

MARCH

Sustainability
Sustainable Nutrition
Plant-Based Meals
Avoiding Food Waste
Eco-Friendly Gadgets
Yoga & Pilates

Ad Deadline: 02/10/20

APRIL

The Digestion Issue
Heartburn
Gas & Bloating
Nausea After Eating
Essential Oils
Cycling & Rowing

Ad Deadline: 03/13/20

MAY

The Mental Health Issue
Anxiety
Sleep Hygiene
Mental Health Strategies
CBD and Weight Loss
Sports Special

Ad Deadline: 04/10/20

JUNE

Summer Habit Check
Guide to Summer Life
Cookouts 101
Cooking with Herbs
Let the Sun Shine
Weight Training

Ad Deadline: 05/08/20

JULY

Travel Edition
Traveling Foods
Food & Drink Containers
Travel Hacks
Travel Cooking Essentials
Water Sports

Ad Deadline: 06/12/20

AUGUST

Slowing Down Edition
Eating Slowly
Meditation
Playing Catch-Up
Artificial Sweeteners
Hiking

Ad Deadline: 07/10/20

SEPTEMBER

The Real New Year
Time Management Skills
Meal Prepping Tips
Fit Fast Food
Kitchen Gadgets & Tools
HIIT Training

Ad Deadline: 08/14/20

OCTOBER

Fall Habit Check
Halloween Treats
Sporting Events
Fall Favorite Recipes
Habit Check
Boxing & Kickboxing

Ad Deadline: 09/11/20

NOVEMBER

Life Hacks
Navigating the Holidays
Meal Cheat Sheet
Airport Hacks
Thanksgiving Recipes
Stair Climbing

Ad Deadline: 10/09/20

DECEMBER

Holidays & Travel
Holiday Shopping List
No Fuss Breakfasts
Planning for the New Year
Avoid Winter Skin
Burpees

Ad Deadline: 10/09/20

RATES

Digital Issue Ad Rates

AD SIZE	OPEN	3X	6X
Full Page	$2,750	$2,400	$2,062
2/3 Page	$1,815	$1,588	$1,360
1/2 Page	$1,375	$1,200	$1,030
1/3 Page	$1,030	$902	$775
1/4 Page	$687	$600	$515

PREMIUM PLACEMENT
BACK COVER: +30%
PAGE 3: +25%
OPPOSITE TABLE OF CONTENTS: +20%
OPPOSITE MASTHEAD: +20%

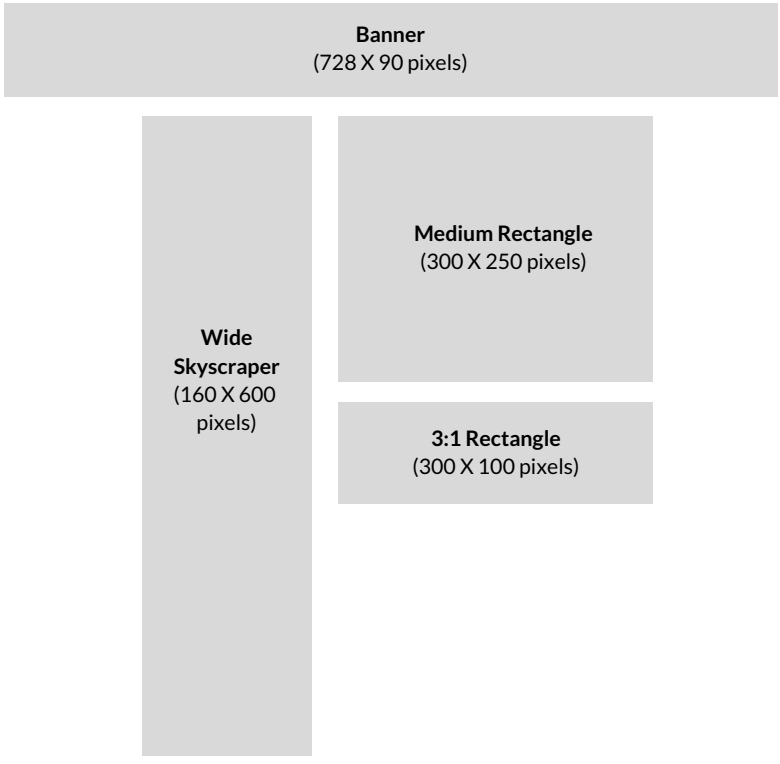
Website Rates

AD SIZE	OPEN
Leaderboard	$1,525
Wide Skyscraper	$1,500
Medium Rectangle	$1,405
3:1 Rectangle	$1,005

Accepted file formats: JPG, GIF, PNG, third-party ad tags. (Files without extensions will not be accepted.) **No Flash creative will be accepted.** The maximum file size is 100 KB

*Contact us for additional frequency rates and special package pricing.

PRODUCTION COSTS: Original ad creation will be charged at a rate of $150 per hour. Revisions to artwork will be charged at a rate of $75 per hour.

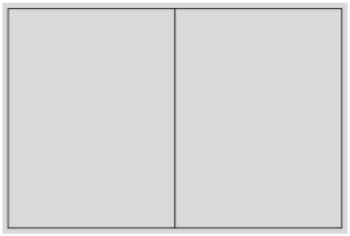


SPECIFICATIONS

PREFERRED FILE FORMAT: PDF, JPEG, PNG. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.
COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)
TOTAL AREA COVERAGE: Maximum ink density is 300%
LINE SCREEN: 133 lpi
MINIMUM IMAGE RESOLUTION: 300 dpi
No native application accepted.

FILE SUBMISSION
E-MAIL: beat@quobuonum.com
Files over 25 MB will not be accepted

Full Page (Bleed)
8.5″ x 11″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1/2 Horizontal
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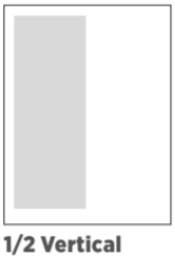
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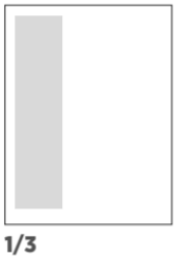
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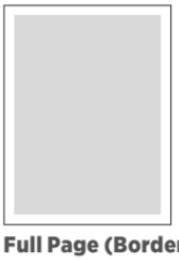
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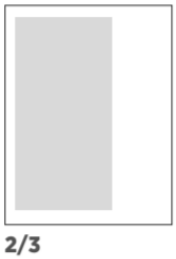
2/3
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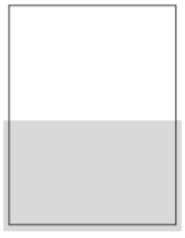
1/2 (Bleed)
8.5″ x 5.25″

1/4 Horizontal
7″ x 2.25″

1/4 Vertical
3.415″ x 4.237″

Print Banner
7″ x 1.125″