# american massage therapy association<sup>®</sup>







Massage for the Legs,

Knees and Feet

UPDATED

**RESEARCH** Massage for Shoulder and Back Pain



# 2024 Media Kit





## **AMTA Marketing Opportunities**

#### Massage Therapy Journal

AMTA's award-winning *Massage Therapy Journal* reaches over 100,000 readers and is the cornerstone of your integrated marketing plan. A wide-reaching membership means you truly reach a broad and diverse audience of dedicated massage therapy professionals.

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#### **MTJ** Launch Email

The *Massage Therapy Journal* Launch Email highlights feature articles and exclusive interviews from the latest issue. Reach 89,000 massage professionals, students and schools with this exclusive opportunity.

#### PAGE 6

#### PAGE 7

schools.

Hands-On Enewsletter

AMTA's Hands On newsletter is a cost-

effective way to reach AMTA members.

every issue contains timely news,

therapy professionals, students and

Sent monthly to over 89,000 subscribers,

updates and opportunities for massage

\* Zogby Analytics, August 2023 nationwide survey on massage therapy consumer awareness and brand name recognition



# 100,000 Circulation

REFLEXOLOGY AND MASSAGE THERAPY

Every issue of AMTA's award-winning *Massage Therapy Journal* keeps readers in touch with the latest developments in the profession and includes articles to help massage therapists grow professionally and personally. Use it as your magazine of choice to advertise your company to thousands of massage therapists, students and educators across the country.

# **Publication Awards**



# AMTA is the most respected organization in the massage therapy profession.\*

Our members are loyal, experienced and have spending power<sup>^</sup>:



#### Non-profit Advantage

view *Massage Therapy Journal* as the most credible and trustworthy publication in the profession



**Long-term Product Exposure** save issues of *Massage Therapy Journal* 

7	7%

#### Build Enduring Loyalty

use *Massage Therapy Journal* to identify new products



#### Increase Online Footprint

vist advertisers' websites after reading *Massage Therapy Journal* 

# Most AMTA Members Have Been in Practice for at Least 10 years

Research

Progress

Powers



\* Zogby Analytics, March 2023 nationwide survey on massage therapy consumer awareness and brand name recognition ^ *Massage Therapy Journal* Readership Survey 2022



# **Sponsored Content**

Interested in a more in-depth and engaging way to reach massage therapy professionals? Consider a custom content opportunity from *Massage Therapy* Journal.

Using Massage Therapy Journal templates, you access the prestige and impact associated with the AMTA brand while maintaining control of the message.

Showcase what's unique about your product, service or company leadership with a Sponsored Content featured story. Sponsored Content can be run as a case study, an advertorial, or in Q&A format.

We provide exclusivity to boost advertiser ROI. Call today to confirm your participation.

# The Abacus<sup>®</sup>

The most customizable self-care massage device. The perfect way to treat aches and pains: maintain health strength and flexibility



1. What is the product?

1. which is two provides.) The Abacus<sup>14</sup> by Collifers<sup>14</sup> is a unique self-care massage therapy device focused on pre-neller to sufferers of some muscles and nerve pain. The Abacus<sup>14</sup> is intended the singlest pressive and circulatory massage on the fingers to the upper arm and everything in ber-pressive and circulatory massage on the fingers to the upper arm and everything in ber-ter and the sufficient of the second s

How does the product function?

2. How does the product function?
With housands that combinations, the Abacca<sup>m</sup> is enternable versatile. The Abacca has the one while parts into a back we expect that and the innovative dampere balk. The frame is also back we are readered on the back and the second secon

The theoport functions of the Abacus are somewhat limitless, yet the majority of of different positions of the Abacus are somewhat limitless, yet the majority of use squeezing, compression and rolling actions. The Abacus<sup>34</sup> can also be utilized in a v

3. What makes the product unique/different from other similar products?

J. what makes the product unique/different from other similar products? The Abscure 'in tenes clustenization is hard/arm with demay massage device on the makes tody. Our patterbending descin product that combines the failures of a product that all activityses, rolling action and compared makes infinite combinations. There is sum allow the user to either focus on a particular pair of the hard/arm, or in more fluidy from and allow the user to either focus on a particular pair of the hard/arm, or in more fluidy from and active the next. The effect of the and/arm or is more fluidy from and some number of the advection of the adv

4. What benefit does the product offer massage therapists? The Abacus" addresses what many in the industry have identified as a critical for massage therapists career longevity, health and wellness: self-care.

5. Are there specific client/massage therapist demographics that the product i

Depresence well-suited for? This is a mut-there product for massage thereajoids who do long sessions or how expect has and an fatigue. Why not treat the tools of your range floated and same to some render, low specific your down mine? With how customizable the floated and same to some render. Low specific your down mine? With how customizable the floated and plant, floated some specific your down and plant. These some some of plant some some of plant. These some some

6. Is there any research behind the product? Visit store way teverans exercise the Product? The Concepts underlying the Abacing, "are well known, Use and weaker stress transfer mediums (Bit car caliptimes" bab) has been found to improve all real lowes in the optimetris. dennis and frame of the Caliptimes". See Mechanical Strengther, the fundamental physical basis of all manual threapy techniques, Bhrum Dritcoll, 2012.

7. How do I get one? The Abacus<sup>™</sup> is available online at gelliflex.com

Issue	Sponsored Content Due
February 2024	SOLD
May 2024	SOLD
August 2024	May 10, 2024
November 2024	SOLD
February 2025	November 18, 2024



# **Editorial Calendar**

#### **Advertising Starter Package**

New to *Massage Therapy Journal*? Inquire about our new advertising starter package. Call today for more details!

May 2024	August 2024	November 2023	February 2024
The Whole Life Issue: Massage Benefits from Birth to End of Life	The DEI Issue: Committing to Inclusion	Lean Into Learning: The Importance of Continuing Education and Community	The Sustainability Issue: Maintaining Both You and Your Practice
Space: March 15 Artwork: March 29	Space: June 14 Artwork: June 28	Space: September 13 Artwork: September 27	<b>Space:</b> December 4 <b>Artwork:</b> December 13

\* Final space and artwork deadlines are subject to change

# **Advertising Rates**

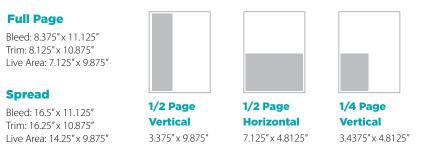
	<b>1</b> x	<b>2</b> x	<b>3</b> x	<b>4</b> x	<b>6</b> x <sup>^</sup>	<b>8</b> x^
Full Page	\$3,280	\$3,180	\$3,085	\$3,000	\$2,905	\$2,820
Spread	\$5,165	\$5,010	\$4,860	\$4,720	\$4,550	\$4,435
1/2 Page	\$2,160	\$2,090	\$2,025	\$1,970	\$1,905	\$1,855
1/4 Page*	\$1,285	\$1,235	\$1,195	\$1,165	\$1,130	\$1,090
Inside Covers				\$3,475	\$3,370	\$2,640
Back Cover				\$4,055	\$3,930	\$3,815

\* Limited 1/4 page ads available ^ May be earned in one year or carried over to next year

#### **Advertising Policy**

AMTA reserves the right to approve in advance and to deny advertising for any reason. Cancellation and changes must be in writing and cannot be accepted after the ad closing date. Short rate will be reflected in final invoice. A 15% discount applies to recognized agencies. First time advertisers must prepay the first ad by reservation date. Invoicing to begin upon approval of credit application. Inserts, cover wraps, blow-in cards and special promotions estimated upon request. Ads will not begin to run without a signed contract. A 10% premium will be added to special position requests.

# **Ad Specifications**



**High-resolution PDF required.** Photos at 300 dpi, line art at 1200 dpi. CMYK or grayscale only, RGB is not accepted. Additional charges will be incurred for modifications to electronic files to format them to specifications at the rate of \$90/hour. Ads received after the due date are subject to a \$50 late fee.

Send ad materials to lan Allen at iallen@smithbucklin.



# Massage Therapy Journal Launch Email

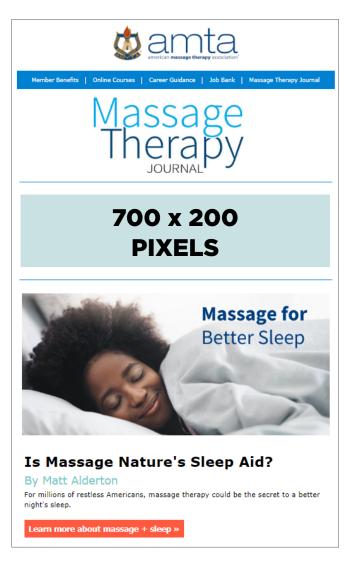
One launch email per MTJ publication. Limit one advertiser per issue.

The *Massage Therapy Journal* Launch Email highlights feature articles and exclusive interviews in the latest issue. Reach 89,000 massage professionals, students and schools with this exciting opportunity.

# **Advertising Rates**

	<b>1</b> x	<b>2</b> x	<b>3</b> x	ANNUAL SPONSORSHIP
Exclusive Banner (700 x 200)	\$4,750	\$4,000	\$3,850	Call for pricing

Issue	Artwork Due
May 2024	April 19
August 2024	July 19
November 2024	October 18
February 2025	January 17



#### **Ad Materials**

Space and artwork due two weeks before issue date. JPG, PNG, and GIF files accepted (no animation): 650 x 150 pixels, RGB, 72 dpi, and less than 90kb in size. Send ad materials to lan Allen at iallen@smithbucklin.

# **Digital Advertising**





# **Hands On E-newsletter**

Published the first week of every month. Limit five advertisers per issue.

Sent monthly to over 89,000 massage professionals, students and schools, AMTA's *Hands On* delivers professional news, updates and opportunities for AMTA members. It's a great opportunity to build brand recognition because it is the most frequent AMTA publication.

### Net Rate: \$525/month

# 500 x 250 PIXELS

#### Ad Materials

Space and artwork due two weeks before launch date. JPG, PNG, and GIF files accepted (no animation): 500 x 250 pixels, RGB, 72 dpi, and less than 90kb in size. Send ad materials to lan Allen at iallen@smithbucklin.

#### **Advertising Policy**

AMTA reserves the right to approve in advance and to deny advertising for any reason. Cancellations must be in writing and will become effective with the next scheduled issue. E-newsletter ad rates are not available for ad agency discounts. New advertisers must be prepay the first insertion prior to posting date. Invoicing will begin upon approval of credit application.

# **Contact Us**

# Advertising, Exhibit & Sponsorship Sales

Hallie Brown, Sales Manager Smithbucklin 2001 K Street NW, 3rd Floor North Washington, DC 20006 Phone: (202) 367-1229 hbrown@smithbucklin.com

#### **AMTA Headquarters**

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