

american **massage therapy** association®



Media Kit



Who We Are

The American Massage Therapy Association (AMTA) is the most respected organization in the massage therapy profession* serving massage therapists, massage students and massage schools. Reach this incredible community through our print and digital opportunities.

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.

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Hands-On Enewsletter

AMTA's *Hands On* newsletter is a cost-effective way to reach AMTA members. Sent monthly to over 89,000 subscribers, every issue contains timely news, updates and opportunities for massage therapy professionals, students and schools.

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

Massage Therapy

JOURNAL

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



100,000
Circulation



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

Our members are loyal, experienced and have spending power^:

87%

Non-profit Advantage

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

77%

Build Enduring Loyalty

use *Massage Therapy Journal* to identify new products

87%

Long-term Product Exposure

save issues of *Massage Therapy Journal*

53%

Increase Online Footprint

visit advertisers' websites after reading *Massage Therapy Journal*

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



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

SAVE **\$39**
until 12/31/20
MSRP \$199
Use code **MTJ2017**
at checkout.

Designed with the therapist in mind, the Gelliflex™ Abacus™ is a self-massage device ideal for those who seek relief from hand, finger/thumb, elbow and arm aches and pains caused by overuse or repetitive activity.

Utilizing interchangeable soft, elastomer, non-latex Gelliflex™ gel-balls of different firmnesses, the Abacus™ allows you to customize it to provide a fluid, circulatory and compressive self-massage of your hand and arm without wearing out your other hand.

Visit gelliflex.com today for more details and to purchase.

SPONSORED CONTENT

- 1. What is the product?**
The Abacus™ by Gelliflex™ is a unique self-care massage therapy device focused on providing relief to sufferers of sore muscles and nerve pain. The Abacus™ is intended to simulate a compressive and circulatory massage on the fingers, to the upper arm and everything in between.
- 2. How does the product function?**
With thousands of therapeutic combinations, the Abacus™ is extremely versatile. The Abacus™ has two main parts: the sturdy, wear-resistant frame and the innovative Gelliflex™ balls. The frame is shaped like an H and has a series of built-in slots that easily open and close to accommodate the ball assemblies. The ball assembly is a solid steel axle holding one or two balls, depending on desired configurations. The beauty of this assembly is that the axle and another structure like a wall work together, allowing the ball to roll easily and without support of Gelliflex™, the Abacus™ balls are designed specifically for a better tactile and therapeutic feel. The device comes with four balls total, in soft, medium and hard.
- 3. What makes the product unique/different from other similar products?**
The Abacus™ is the most customizable hand/arm self-therapy massage device on the market today. Our patent-pending design is the only product that combines the features of squeeze ball techniques, rolling action and compression with almost infinite combinations. These features allow the user to either focus on a particular part of the hand/arm, or to move fluidly from one store and transport device.
- 4. What benefit does the product offer massage therapists?**
The Abacus™ addresses what many in the industry have identified as a critical component for massage therapists: career longevity, health and wellness self-care.
- 5. Are there specific client/massage therapist demographics that the product is especially well-suited for?**
This is a multi-use product for massage therapists who do long sessions or have repeat hand care on your down time. Who not least the tools of your trade (hands and arms) to some tender, loving or fatigue.
- 6. Is there any research behind the product?**
The concepts underlying the Abacus™ are well-known. Use of weaker stress transfer mediums (like our Gelliflex™ balls) has been found to improve stress levels in the epidermis, dermis and superficial fascia layers. See *Mechanical Stress Transfer—the Biomechanical Physical Basis of all manual therapy techniques*, Dhyani-Diticol, 2012.
- 7. How do I get one?**
The Abacus™ 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

Advertising Starter Package

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

Editorial Calendar

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	Space: December 4 Artwork: December 13

*Final space and artwork deadlines are subject to change

Advertising Rates

	1x	2x	3x	4x	6x [^]	8x [^]
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

Full Page

Bleed: 8.375" x 11.125"
Trim: 8.125" x 10.875"
Live Area: 7.125" x 9.875"



Spread

Bleed: 16.5" x 11.125"
Trim: 16.25" x 10.875"
Live Area: 14.25" x 9.875"

1/2 Page Vertical

3.375" x 9.875"



1/2 Page Horizontal

7.125" x 4.8125"



1/4 Page Vertical

3.4375" x 4.8125"

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 Ian Allen at iallen@smithbucklin.com.

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


	1x	2x	3x	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




amta
american massage therapy association™

[Member Benefits](#) | [Online Courses](#) | [Career Guidance](#) | [Job Bank](#) | [Massage Therapy Journal](#)



700 x 200 PIXELS



Is Massage Nature's Sleep Aid?
By Matt Alderton
For millions of restless Americans, massage therapy could be the secret to a better night's sleep.

Learn more about massage + sleep »

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 Ian Allen at iallen@smithbucklin.com.



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 Ian Allen at iallen@smithbucklin.com.

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

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