

# 2023-2024 MEDIA KIT

Advertising & Marketing  
Opportunities

LEARN CONNECT THRIVE!

# ORGANIZATIONAL MEMBERSHIP

## NCH IS YOUR VITAL SOURCE FOR HOMEOPATHY INFORMATION!

The National Center for Homeopathy has been championing homeopathy alongside its Organizational Members since 1974. Support this important work by becoming an Organizational Member and promote your organization's products and services to a vast homeopathy community. NCH is grateful for your support!

### MEMBERSHIP BENEFITS

- Quarterly digital issues of *Homeopathy Today* magazine - View [SAMPLE](#)
- Listing in the *Homeopathy Today* Homeopathy Resource Guide
- Exclusive discounts on advertising in *Homeopathy Today*, and Joint American Homeopathic Conference exhibits ([www.jahc.info](http://www.jahc.info))
- Organizational Member-Sponsored Webinars and E-Newsletter advertising opportunities
- Logo, description and URL link on NCH website - Click [HERE](#) to view
- Official NCH digital membership badge



**Organizational Membership Dues: \$550 USD**



# CHOOSE HOW YOU WANT TO ADVERTISE

## HOMEOPATHY TODAY MAGAZINE

**PUBLISHED QUARTERLY**

*Homeopathy Today* magazine is one of NCH's most valued member benefits.

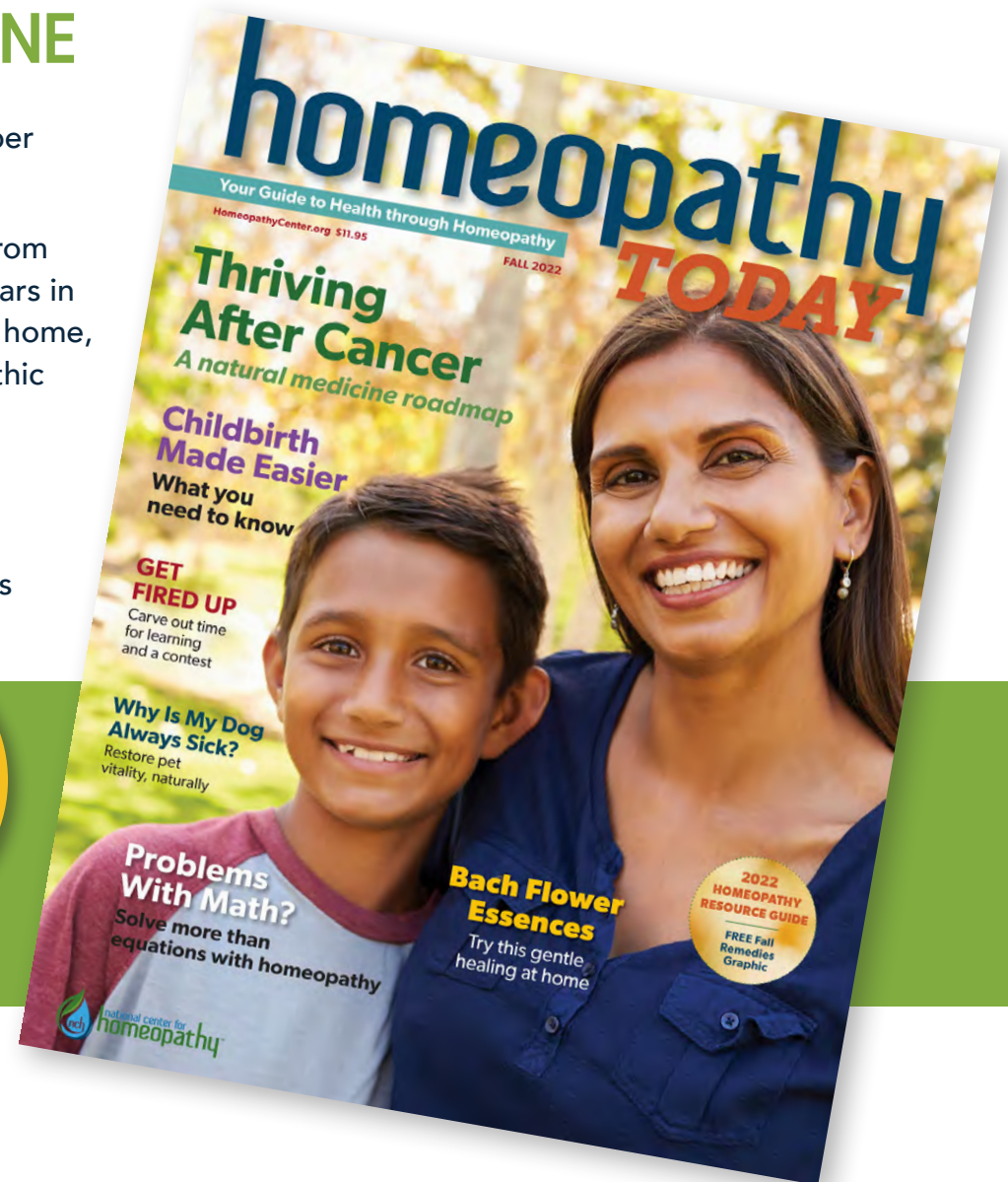
Through the magazine, readers are presented with case studies from some of the most respected homeopathic practitioners and scholars in the world, tips and advice about using homeopathy effectively at home, the latest in homeopathic research, and updates about homeopathic and integrative medicine advocacy efforts.

*Homeopathy Today* is published 4 times per year in hard copy (delivered via USPS) and electronic (delivered via email) formats. Deliver your advertising message to our devoted health-conscious audience.

CHECK OUT THE  
RESOURCE GUIDE  
EDITION OF  
**HOMEOPATHY TODAY!**

**2,000+  
COPIES  
MAILED  
TO NCH  
MEMBERS**

Interested in featuring your company, products or services to the entire circulation? See page 4 for more information, pricing and details.



# ADVERTISING DETAILS

Take 15% off as an Organizational member!

COLOR	1X	2X	3x	4x
INSIDE COVER	\$1,300	\$1,200	\$1,100	\$1,000
FULL PAGE	\$1,200	\$1,100	\$1,000	\$900
HALF PAGE	\$700	\$650	\$600	\$550
QUARTER PAGE	\$375	\$350	\$325	\$300
SIXTH PAGE	\$250	\$225	\$200	\$175
MARKETPLACE AD	\$100	\$75	\$50	\$25

## SPACE RESERVATIONS & DISTRIBUTION DATES

EDITION	RESERVATION	ARTWORK	DISTRIBUTION
SPRING	JANUARY 1	JANUARY 27	MARCH 10
SUMMER	APRIL 7	MAY 5	JUNE 16
FALL	JULY 7	AUGUST 4	SEPTEMBER 15
WINTER	OCTOBER 6	NOVEMBER 3	DECEMBER 15

Advertising cannot be cancelled after the reservation date of each issue. Premium positions become non-cancellable two months prior to the issue reservation date.

### ACCEPTABLE DIGITAL FORMATS:

Advertisements must be created and submitted in either Adobe InDesign (include fonts and images), Adobe Photoshop (TIF format), Adobe Illustrator (EPS format) or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

## PRODUCT SPECIFICATIONS

AD SIZE	NON BLEED	BLEED	TRIM
FULL PAGE	7.5" x 10"	8.75" x 11.25"	8.5" x 11"
HALF PAGE (VERTICAL)	3.625" x 10"	4.25" x 11.25"	4.125" x 11"
HALF PAGE (HORIZONTAL)	7.5" x 4.75"	8.25" x 5.625"	8.5" x 5.375"
QUARTER PAGE	3.625" x 4.75"	N/A	N/A
SIXTH PAGE	2.375" x 4.75"	N/A	N/A

**Note:** For color ads, *Homeopathy Today* cannot guarantee color reproduction in printed publication without a supplied contract-level color proof. Advertiser must accept printer's judgment on color if something other than a contract-level proof is submitted.



# RESOURCE GUIDE LISTING ORGANIZATIONAL MEMBERS ONLY

## HOMEOPATHY TODAY - FALL HOMEOPATHY RESOURCE GUIDE EDITION

Looking to promote your homeopathic, holistic and/or natural products and services? Our Resource Guide is a go-to resource for the homeopathy community and beyond. Listings are available only for Organizational Members.

Join NCH and reserve your free listing by July 7th!



The Fall issue of *Homeopathy Today* is free to anyone that visits our website. With 3,000,000 website visits annually, that is a lot of exposure!



# E-NEWSLETTER LISTING

ORGANIZATIONAL MEMBERS ONLY

## PUBLISHED MONTHLY

The digital publication of the NCH Newsletter brings the following directly to the inboxes of a highly engaged audience:

25,000+  
CIRCULATION  
TO NEWSLETTER  
SUBSCRIBERS

- Tips and seasonal advice about using homeopathy
- Information on homeopathic research findings
- Announcements for upcoming NCH events and more!

Organizational Members  
will be listed in at least one  
E-newsletter per year

To be highlighted in an E-Newsletter footer, along with other organizations, members **must also** provide an exclusive benefit to NCH members for at least 6 months.

\*Note: Benefits offered must meet certain criteria of eligibility.  
To apply contact [executive.director@homeopathycenter.org](mailto:executive.director@homeopathycenter.org)

## SAMPLE E-NEWSLETTER



### *Homeopathy Research*

### Spotlight on Emotional Well-being & Sleeplessness

This month, NCH is spotlighting holiday health and wellness!

Check out two studies using homeopathy to support emotional well-being and sleep.



### *Emotional Support with Homeopathy*

Holiday gatherings can bring a range of emotions from excitement and joy to overwhelm and anxiety. Homeopathy can be a great addition for emotional support.

In a small study done with individually selected homeopathic remedies, results showed an overall response rate of 58% for the Clinical Global Improvement Scale and a 50% improvement according to the Brief Social Phobia Scale. The study concluded that homeopathy may be a useful treatment of affective and anxiety disorders.

Source: <https://pubmed.ncbi.nlm.nih.gov/8997804/>

# E-NEWSLETTER FOOTER

\$1000 PER - 10 AVAILABLE



## LOOKING FOR EVEN MORE EXPOSURE?

Consider advertising in the NCH Homeopathy Report E-Newsletter. Only 10 spots available, an Exclusive Footer advertisement in the E-newsletter is a great opportunity to show your homeopathy products or services to our newsletter subscribers.

**\$1,000 per Footer**

All E-Newsletter ad artwork must be submitted in JPEG or PNG file format, along with the URL for linking.

## SAMPLE E-NEWSLETTER FOOTER

**Become an NCH Member Today!**

*Already A Member? Thank you!!!!*

*Access all member benefits and the limited time bonuses in your Membership Resources. [LOG IN HERE.](#)*

**BECOME A MEMBER TODAY!**



**Did you know???**

***NCH has a member benefit that will help you choose remedies!!!***

*Free for 3 months - Homeopathic Housecall, an app that helps you find acute-care and first aid homeopathic remedies. Special link to get the code provided in the NCH Member Resources Benefits Portal.*

# SPONSORED TOPICAL WEBINAR

ONLY 6 SPOTS AVAILABLE IN 2023  
\$1,000 PER

NCH proudly supports industry education and research and the latest advancements in technology, products and services available to members of the homeopathy community. Partnering with NCH on a promotional webinar is a smart way to further your organization's message to both members and non-members, while supporting NCH's mission of education.

## SPONSORS RECEIVE:

- One (1) 45-minute presentation with a 10-15 minute question/answer period at the conclusion
- Promotion of webinar via email, social media and NCH e-newsletter
- Ability to develop your own content and provide your own speaker
- On-demand webinar access for NCH members and non-members
- One logo, 50-word company description with URL and contact information positioned on the opening and closing slide/other slides contain NCH branding



## VIRTUAL AND ON-DEMAND EDUCATION THROUGHOUT THE YEAR

Webinars and their topics are subject to NCH approval. Webinar dates and timing subject to NCH approval. NCH webinars are recorded and archived for on-demand access and all logistics, including the technology platform, is managed internally.





# EXHIBITOR DISCOUNTS FOR JAHC

Organizational members receive access to exclusive exhibitor discounts for the annual Joint American Homeopathic Conference. See the JAHC 2023 Exhibitor Prospectus for details.

The Joint American Homeopathic Conference (JAHC) is a place where organizations representing the homeopathy community gather to host a one-of-a-kind, diverse, educational experience for attendees. The JAHC Conference facilitates communication and collaboration throughout the homeopathy community. Member organizations of the Joint American Homeopathic Conference include:

- American Institute of Homeopathy (AIH)
- Americans for Homeopathy Choice (AFHC)
- Academy of Veterinary Homeopathy (AVH)
- Accreditation Commission for Homeopathic Education in North America (ACHENA)
- American Association of Homeopathic Pharmacists (AAHP)
- Council for Homeopathic Certification (CHC)
- Homeopathic Academy of Naturopathic Physicians (HANP)
- Homeopathic Nurses Association (HNA)
- Homeopaths Without Borders (HWB)
- North American Society of Homeopaths (NASH)
- National Center for Homeopathy (NCH)

## JAHC 2023 EXHIBIT PRICING

**Secure your space early! Selection is based on a first-come, first-served basis.**

	IN PERSON (includes virtual exhibit)		VIRTUAL ONLY	
<b>ORGANIZATIONAL MEMBERS</b>	\$1,200 per 6' skirted tabletop display		\$600	
<b>NON MEMBERS</b>	\$1,500 per 6' skirted tabletop display		\$750	
<b>DOUBLE BOOTH</b> - Companies may add on a second 6' table for an additional \$800!				
	MEMBERS	NON -MEMBERS	MEMBERS	NON -MEMBERS
<b>EXPO HALL POSITIONING</b>	Designated PRIME exhibit display location. Limited availability based on first come, first served		Based on first come, first served	
<b>COMPLIMENTARY REGISTRATIONS</b>	Two (2) full conference registration passes per company with the first tabletop display		One (1)	
<b>VIRTUAL EXHIBIT</b>	5 Screens		3 Screens	