

# THE NEUROPSYCHOTHERAPIST

Magazine · Website · Community



## MEDIA KIT & SUBMISSION GUIDELINES

# THE NEUROPSYCHOTHERAPIST

is the quintessential publication bridging  
the gap between science and the practice  
of psychotherapy for mental health  
professionals everywhere



# THE NEUROPSYCHOTHERAPIST

## CONTENT:



### Features

Feature articles from experts across disciplines to educate therapists in a new era of psychotherapy.



### Neuroscience

Neuroscience for the working psychotherapist: practical and easy to apply.



### Mechanisms of Change

The processes by which real change and transformation are effected in clients.



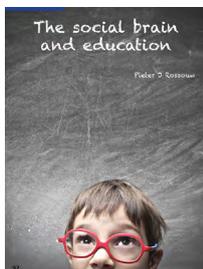
### Spotlight

A look at some of the people who have been a significant influence in the field.



### Speculation

On the cutting edge of thought—it may not yet be scientifically validated but we want you to know.



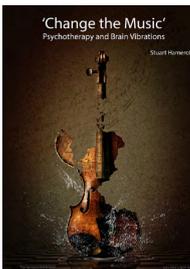
### Applied NPT

Clinical application of the theory of neuropsychotherapy for the working therapist.



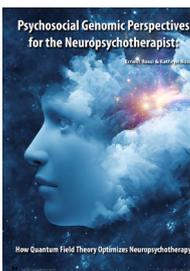
### Prefrontal Muse

The musings of our experts from around the globe.



### Consciousness

The latest thoughts and theories on consciousness.



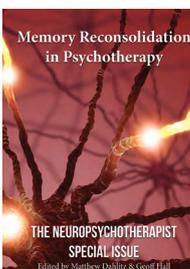
### Integration

Interdisciplinary thoughts and practices.



### News

The happenings in the mental health industry.



### Reviews

Reviews of new books and other resources worth knowing about.



### Research

The latest discoveries and advances across multiple disciplines.

# THE NEUROPSYCHOTHERAPIST DISTRIBUTION & REACH

*As of March 2017*

**Direct Subscribers:** 800 (subscribers to our website/magazine)

**Email Subscribers:** 7.8K (subscribers to our newsletter)

Web page views/month: 49K Go to <https://www.quantcast.com/neuropsychotherapist.com>

Facebook followers: 41K (people engaged with us on Facebook)

Go to <https://www.facebook.com/187740108029050>

**Current base rate:** 750 (conservative number from which we calculate ad rates)

Magazine subscribers have access to all archived issues of The Neuropsychotherapist so your advertising to more subscribers for longer.



# THE NEUROPSYCHOTHERAPIST AUDIENCE



## Gender/Age

Female: 73%

Male: 27%

Median: 35–44 years



## Demographics

Our readers and followers are most likely to:

- hold a university degree
- have a household income over \$100K,
- live in the USA, Australia, UK, Canada, or South Africa.



## Professions

(based on anonymous online poll)

1. Psychotherapist/Counselor 32%
2. Psychologist 21%
3. Social Worker 12%
4. Other Mental Health Professional 6%
5. Academic 5%
6. Researcher 4%
7. Others, including medical professionals, neuroscientists, journalists, students and other allied health professionals 20%

# FROM THE EDITOR



**Matthew Dahlitz**  
Editor in Chief

**O**ur aim is to develop the platform for a coming-together of the diverse but complementary strands that comprise this exciting new field, whereby mental health professionals can gain a broad overview of the latest research, theories, and practice in all areas affecting mental well-being. We are bridging the gap between the science and practice of psychotherapy.

As human beings, our neurology, psychology, relationships, diet, environment, and genetics have complicated and multifaceted influences upon our mental lives. The Neuropsychologist helps readers to be aware of all these factors and develop informed and effective therapeutic approaches. Our popular and accessible style of presentation, with attention to images and layout, is both engaging and informative to readers.

We have a readership of researchers, clinicians, and educators in the field of mental health, as well as non-professionals who have an interest in psychology/neurology or are looking for answers in their own lives. We engage our readers through our monthly eMagazine as well as on our website and in the growing community on social media and forum spaces we manage

## PRODUCTION CALENDAR

Issue Month	Close	Materials Extension	Published
January	November 30	December 15	January 1
February	December 31	January 15	February 1
March	January 31	February 15	March 1
April	February 29	March 15	April 1
May	March 31	April 15	May 1
June	April 30	May 15	June 1
July	May 31	June 15	July 1
August	June 30	July 15	August 1
September	July 31	August 15	September 1
October	August 31	September 15	October 1
November	September 30	October 15	November 1
December	October 31	November 15	December 1

Material extensions may be granted on a case-by-case basis.

# ADVERTISING RATES

(all rates in Australian dollars)

Digital Issues	1x	2x	3x	6x	9x	12x
<b>2 page spread</b> 3072 x 2048 px	\$270	\$513	\$753	\$1,377	\$1,944	\$2,430
<b>1 page</b> 1536 x 2048 px	\$150	\$285	\$419	\$765	\$1,080	\$1,350
<b>2/3 page</b> 1536 x 1365 px	\$100	\$190	\$279	\$509	\$719	\$899
<b>1/2 page</b> 1536 x 1024 px 768 x 2048 px	\$75	\$143	\$209	\$383	\$540	\$675
<b>1/3 page</b> 1536 x 683 px 512 x 2048 px	\$50	\$95	\$139	\$255	\$360	\$450
<b>1/4 page</b> 1536 x 512 px 768 x 1024 px	\$38	\$71	\$105	\$191	\$270	\$338

Rate Base 750 - Effective from April 2017 issue

# SOCIAL MEDIA RATES

(all rates in Australian dollars)

## Email, Facebook & Twitter

	1x <sup>1</sup>	2x <sup>2</sup>	3x <sup>3</sup>	4x <sup>4</sup>
<b>1 Month Campaign</b>	\$49	\$83	\$132	\$185
<b>2 Month Campaign</b>	\$93	\$158	\$250	\$352
<b>3 Month Campaign</b>	\$132	\$224	\$356	\$501
<b>4 Month Campaign</b>	\$172	\$292	\$464	\$653
<b>5 Month Campaign</b>	\$207	\$353	\$560	\$788
<b>6 Month Campaign</b>	\$234	\$398	\$632	\$890

Social Base 4.1K - Effective April 2017

Email Base 7.8K - Effective April 2017

1. 1x means your ad will be distributed through our social media channels once a week and once a month in a direct email to subscribers.

2. 2x means your ad will be distributed through our social media channels twice a week and twice a month in a direct email to subscribers.

3. 3x means your ad will be distributed through our social media channels three times a week and three times a month in a direct email to subscribers.

4. 4x means your ad will be distributed through our social media channels four times a week and four times a month in a direct email to subscribers.