

PA

POSITIVELY AWARE



LIVE LIFE POSITIVELY AWARE.

IN PRINT. ONLINE. IN HAND. ANYWHERE.



More than a magazine, a trusted resource.

It's a mission to provide accurate, dependable HIV news and information; a commitment to our community; and a relationship with our readers.

Published six times a year, POSITIVELY AWARE (PA)

provides accurate, up-to-date information about HIV treatment and health. POSITIVELY AWARE is published by TPAN, a not-for-profit healthcare organization that has provided cutting-edge direct services for people living with and affected by HIV for over 33 years.

ANNUAL HIV DRUG GUIDE

Our most requested issue is the annual HIV Drug Guide, a page-by-page resource focusing on FDA-approved antiretroviral drugs currently on the market, and drugs nearing approval. Included are tips on how to use the drugs, a pullout drug chart—but **what makes the HIV Drug Guide unique are insightful comments on each drug from both a nationally respected HIV**

physician and a community activist. Many people living with HIV, their case managers, and doctors hold on to their copy of the HIV Drug Guide, referring to it throughout the year.

HEPATITIS TREATMENT GUIDE

Similar to the HIV Drug Guide, this resource focuses on hepatitis C and co-infection with HIV. In 2017, hepatitis B was added to what is now the annual Hepatitis Treatment Guide.

OUR CONTRIBUTING WRITERS

Recognized professionals in the field of HIV/AIDS, many of contributing writers volunteer their services because **they believe in our mission.** They include top-tier HIV specialist physicians and researchers, people living with HIV, and their allies.

I read POSITIVELY AWARE because...

I'm living with HIV: **82%**

I know/care for someone living with HIV: **20%**

I work at an AIDS service organization: **15%**

I'm incarcerated, and need information: **15%**

I'm a health care provider: **11%**

Other: **10%**

I have been living with HIV for...

less than 5 years: **5%**

5–10 years: **6%**

11–20 years: **16%**

21–30 years: **21%**

more than 30 years: **36%**

I am not HIV-positive: **15%**

No answer: **1%**

I am receiving, or have received, treatment for...

depression or anxiety: **57%**

high blood pressure: **39%**

STIs: **25%**

alcohol/substance use: **18%**

hepatitis B/C: **17%**

diabetes: **17%**

cancer: **16%**

arthritis: **15%**

heart disease: **13%**

OUR READERS

look to POSITIVELY AWARE for reliable information, everyday inspiration, and dependable answers. How to live life Positively Aware.

Over 100,000 individuals read POSITIVELY AWARE every issue. Subscribers include people living with HIV, care providers, HIV advocates, media, countless LGBTQ and HIV-affected individuals, and professionals in the healthcare and pharmaceutical industries.

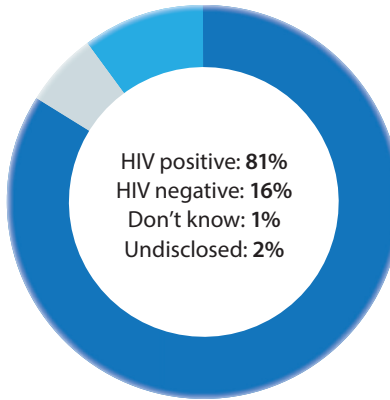
More than 1,900 HIV service and health care organizations, community-based organizations (CBOs), doctors' offices, clinics, bookstores, libraries, and community centers.

Through our long-standing collaborations with Walgreens and the American Academy of HIV Medicine (AAHIVM), PA is available at HIV specialty pharmacies and care settings throughout the U.S.

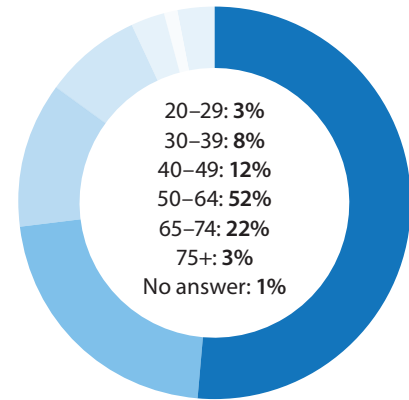
POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including the United States Conference on HIV/AIDS (USCHA), as well as regional conferences, meetings, and local events. We cover, in detail, all of the most important medical conferences—including CROI and the International AIDS Conferences.

POSITIVELY AWARE extends to a variety of platforms where individuals access health and HIV-related news and information. Online, positivelyaware.com has more than 10,500 unique visitors per month and offers current and archived issues of PA as well as exclusive online-only content. In addition, PA reaches thousands of digital subscribers with our bi-monthly e-news, PA Update, and new and expanding content—such as our Positively Aging and Poz Advocate columns address readers' needs and evolving interests.

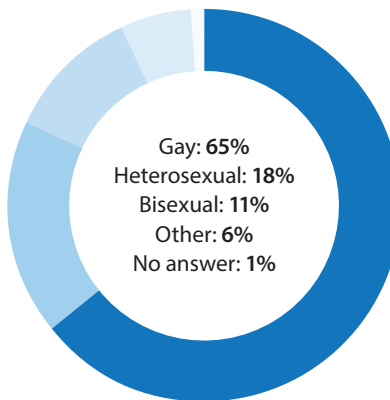
HIV STATUS



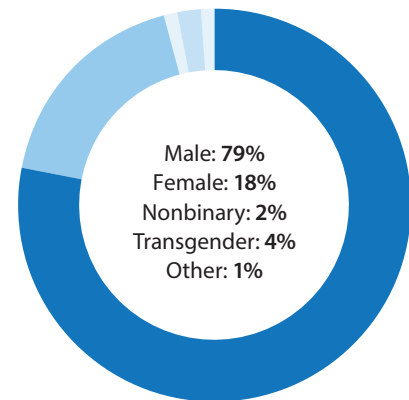
AGE



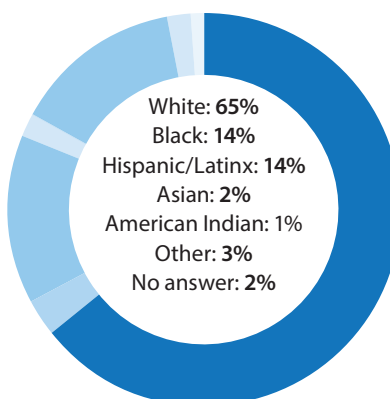
SEXUAL ORIENTATION



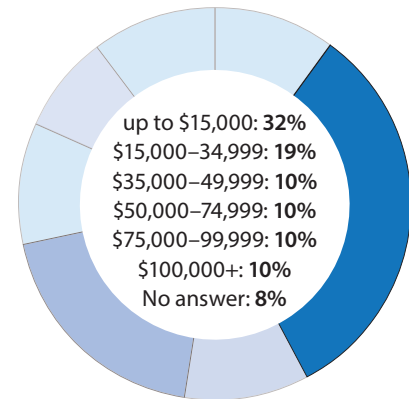
GENDER IDENTITY



RACE AND ETHNICITY



INCOME





PAGE SPECS

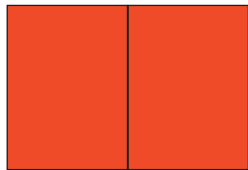
FOR MORE INFORMATION:

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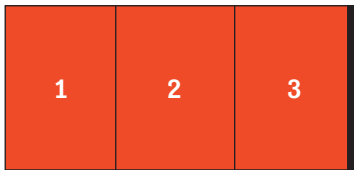
Single-page

trim size: 7.875" x 10.75"
bleed size: 8.125" x 11"
safety area: 6.875" x 9.75"



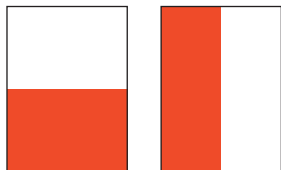
Spread

trim size: 15.75" x 10.75"
bleed size: 16" x 11"
safety area: 14.75" x 9.75"



Gatefold inside front cover (3 panels)

PANEL 1 (left) trim size: 7.375" x 10.75"—bleed size: 7.5" x 11"
PANEL 2 (middle) trim size: 7.625" x 10.75"—bleed size: 7.625" x 11"
PANEL 3 (right) trim size: 7.875" x 10.75"—bleed size: 8" x 11"
"FLYSTRIP": Allow .375" (.25" on page, plus .125" for bleed) along righthand edge of panel 3 for a black flystrip



Half-page

horizontal (no bleed): 7" x 4.875"
horizontal (bleed): 8.125" x 5.5"
vertical (no bleed): 3.375" x 9.875"
vertical (bleed): 3.875" x 11"

FILE REQUIREMENTS

PDF/X-1a:2001 is the only accepted file format.

Files must be in CMYK mode. Please make sure that all printer's marks, color registration bars and other file information fall outside of the bleed space. All colors must be spec'd as process; no Pantone spot colors.

EMAIL IS THE PREFERRED DELIVERY METHOD

for all files under 15MB. Send files to: r.guasco@tpan.com



DIGITAL ADVERTISING

10,500 unique visitors go to positivelyaware.com each month.

In addition to the current issue, the magazine's website allows visitors to read the current of POSITIVELY AWARE as well as the latest HIV and Hepatitis B and C drug guides.



FEB+MAR 2024

A Day with HIV anti-stigma photo campaign

- PLUS: IDWeek Conference Update
- Anal cancer and HIV
- Aspiring country music singer living with HIV

RESERVE YOUR SPACE BY: **JAN. 17, 2024**

MATERIALS DEADLINE: **JAN. 26, 2024**

RELEASE DATE: **FEB. 29, 2024**

MAY+JUN 2024

The Comedy Issue—Humor as resilience, protest and advocacy

- Communicating about STIs through humor
- Self testing: Pros, cons and best practices
- PLUS: CROI (Denver) Conference Update

RESERVE YOUR SPACE BY: **APRIL 1, 2024**

MATERIALS DEADLINE: **APRIL 8, 2024**

RELEASE DATE: **MAY 6, 2024**

2024 HIV DRUG GUIDE

27th Annual HIV Drug Guide

- Making treatment and research more patient-centered
- Doxy PrEP and PEP for STIs
- The importance of trust in HIV treatment
- Positive Aging: Polypharmacy

RESERVE YOUR SPACE BY: **APRIL 1, 2024**

MATERIALS DEADLINE: **APRIL 15, 2024**

RELEASE DATE: **MAY 20, 2024**

JUL+AUG 2024

The Pleasure Issue

- Destigmatizing STI information utilizing a pleasure-centered perspective
- The role of pleasure in harm reduction
- PLUS: Coverage of the 14th HIV & Women Conference
- Sexual assault & HIV

RESERVE YOUR SPACE BY: **MAY 19, 2024**

MATERIALS DEADLINE: **MAY 26, 2024**

RELEASE DATE: **JULY 1, 2024**

SEP+OCT 2024

Latinx care providers making a difference

- PLUS: AIDS 2024 (Munich) Conference Update
- How public policy affects public health and individuals living with HIV

RESERVE YOUR SPACE BY: **JULY 14, 2024**

MATERIALS DEADLINE: **JULY 21, 2024**

RELEASE DATE: **AUG. 30, 2024**

NOV+DEC 2024

A Day with HIV—14th annual anti-stigma campaign,

- PLUS: U.S. Conference on HIV/AIDS
- How identity can affect HIV treatment and care

RESERVE YOUR SPACE BY: **SEPT. 15, 2024**

MATERIALS DEADLINE: **SEPT. 22, 2024**

RELEASE DATE: **NOV. 1, 2024**

JAN+FEB 2025

RESERVE YOUR SPACE BY: **NOV. 25, 2024**

MATERIALS DEADLINE: **DEC. 2, 2024**

RELEASE DATE: **DEC. 30, 2024**

STORY LIST SUBJECT TO CHANGE.