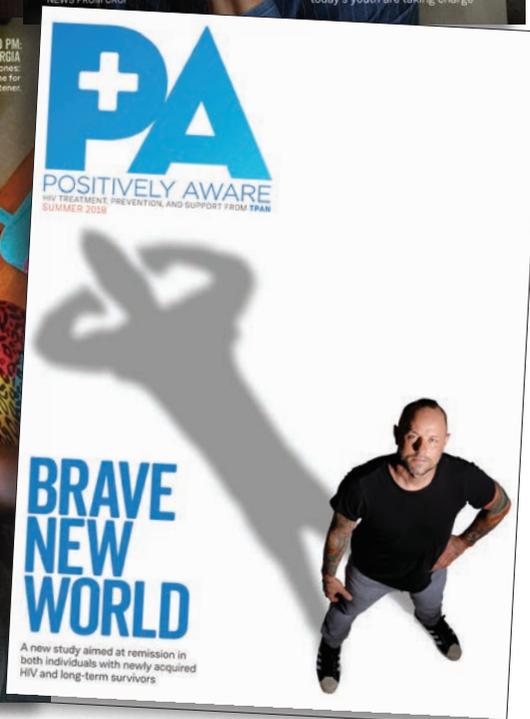




MEDIA KIT 2019

Since 1990, **POSITIVELY AWARE** has been the most trusted source of HIV treatment news. Published by TPAN, a not-for-profit AIDS service organization in Chicago, **POSITIVELY AWARE** is the leading national HIV/AIDS treatment journal. It is a tool for educating and empowering those living with HIV/AIDS.

Learn how **POSITIVELY AWARE** can be an effective vehicle for you.



JOURNALISM. INTEGRITY. HOPE.

POSITIVELY AWARE provides accurate, up-to-date treatment information for people living with HIV/AIDS and their caregivers. We cover, in detail, all of the most important medical conferences—CROI, ICAAC, and the International AIDS Conference. **PA educates and empowers people living with HIV/AIDS.** It serves as an educational tool for many HIV caregivers and helps to provide their clients with the best treatment information available. And POSITIVELY AWARE is read by many influential HIV researchers and policy makers.

ANNUAL HIV DRUG GUIDE

POSITIVELY AWARE's annual HIV Drug Guide is our most popular issue. The HIV Drug Guide is a page-by-page resource focusing on FDA approved antiretroviral drugs currently on the market, as well as those nearing approval. Included are tips on how to use the drugs, side effect and drug interaction charts, a pull-out drug chart, and insightful comments on each drug from both a nationally respected HIV physician and a community activist. Many people with HIV, their case managers, and doctors hold on to their copy of the HIV Drug Guide, referring to it throughout the year.

A NEW RESOURCE—

THE HEPATITIS DRUG GUIDE

To address new and changing treatments for hepatitis, POSITIVELY AWARE introduced the Hepatitis C Drug Guide in 2013. 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 Drug Guide.**

CONTRIBUTING WRITERS

Our contributing writers are recognized professionals in the field of HIV/AIDS, many of whom

volunteer their writing services to the magazine and to the HIV community. They include top-tier HIV specialist physicians and researchers from around the country, people living with HIV, and HIV/AIDS advocates.

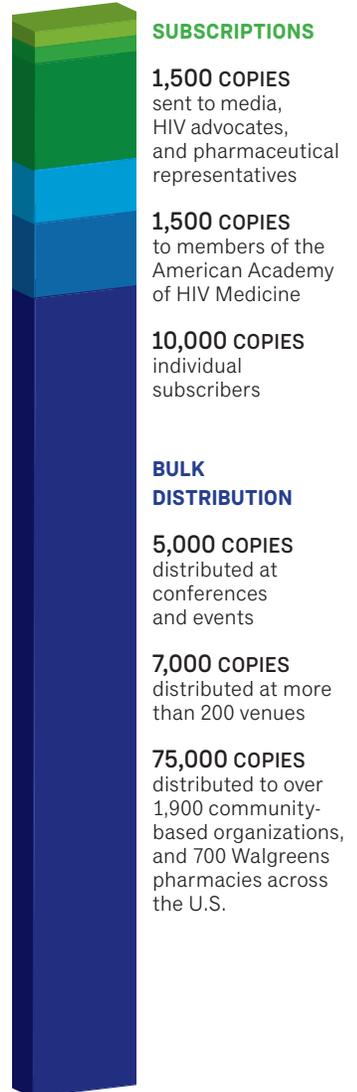
OUR FUTURE IS POSITIVE

As the most widely distributed non-profit HIV treatment magazine, POSITIVELY AWARE has been expanding into a variety of platforms to extend our reach. The magazine's website, **positivelyaware.com,** is PA's online home, where readers can browse current and archived issues of the magazine and find exclusive online-only content.

BONUS DISTRIBUTION

POSITIVELY AWARE is distributed free of charge at all Walgreens HIV specialty pharmacies in the U.S. and to all HIV specialists who are members of the American Academy of HIV Medicine (AAHIVM). Bulk shipments are offered for free to academy members for distribution in doctors' offices, clinics, and over 1,900 community-based organizations. POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including NMAC's United States Conference on AIDS (USCA).

CIRCULATION: 100,000
FREQUENCY: Bi-monthly
(six regular issues per year.)



What our readers say about us

"I USE POSITIVELY AWARE to keep myself, my family, and my friends informed about HIV/AIDS information. I owe it to my children, family, community and self."

"I LOOK FORWARD to this mag. I read it cover to cover. Keep up the good work."

"PA IS A VALUABLE—no, essential—resource for both HIV patients and medical personnel."

"YOUR HIV AND HEPATITIS C drug guides are a constant companion, and have provided information that patients don't often get from healthcare providers."

"THIS MAGAZINE IS EXTREMELY VALUABLE to the people we serve living with HIV/AIDS. We receive the issues from you for bulk distribution and we immediately mail them to the individual clients. Thank you for providing this material."

"YOUR MAGAZINE IS MY GO-TO. I keep both drug guides until the next one comes out."

"LOVE THIS MAGAZINE; have subscribed for many, many years. I have been HIV-positive for 29 years, and am healthy."

"THANK YOU FOR BEING THERE. I was very scared when I was first diagnosed."

"KEEP UP the good work on fighting HIV."



2019 CALENDAR

EDITORIAL & PRODUCTION

JANUARY+FEBRUARY 2019: New Horizons

SPACE RESERVATION: **NOV. 16, 2018**
MATERIALS DEADLINE: **NOV. 21, 2018**
DISTRIBUTION DATE: **DEC. 28, 2018**

- New treatment and prevention strategies
- Where HIV treatment and prevention is headed
- Simplification and switch strategies, new STRs, long-acting antiretrovirals, vaccines
- Back to the future: Two-drug treatments and the strategy behind them

MARCH+APRIL 2019: 23rd Annual HIV Drug Guide

SPACE RESERVATION: **JAN. 11, 2019**
MATERIALS DEADLINE: **JAN. 18, 2019**
DISTRIBUTION DATE: **MARCH 1, 2019**

- The syndemic: HIV is now being thought of part of a much larger picture that encompasses hepatitis, the opioid epidemic, injection drug use, harm reduction, stigma, and social justice issues such as racism, poverty and inequality. How will this shape the work of AIDS service organizations, and what does it mean for the individual living with HIV?
- Rapid START: Lowering community viral load through expedited linkage to care

MAY+JUNE 2019: Generations

SPACE RESERVATION: **MARCH 15, 2019**
MATERIALS DEADLINE: **MARCH 22, 2019**
DISTRIBUTION DATE: **APRIL 29, 2019**

- For the ages: How older and younger generations are not just passing the baton, but working together to combat HIV
- CROI 2019 Update

JULY+AUGUST 2019: 7th Annual Hepatitis Drug Guide

SPACE RESERVATION: **MAY 17, 2019**
MATERIALS DEADLINE: **MAY 24, 2019**
DISTRIBUTION DATE: **JULY 1, 2019**

- How new drugs have changed hepatitis treatment
- HIV+ to HIV+ transplants

SEPTEMBER+OCTOBER 2019: HIV Basics and IAS 2019

SPACE RESERVATION: **JULY 16, 2019**
MATERIALS DEADLINE: **JULY 26, 2019**
DISTRIBUTION DATE: **AUG. 30, 2019**

- A physician, mental health counselor, life coach, financial planner, and a comedian answer questions about life with HIV
- Minority report: Wellness strategies for people of color
- Why are people still dying of AIDS? From Kaposi sarcoma to suicide, there continues to be a relatively small but significant number of people who die from AIDS, despite the treatment options available

NOVEMBER+DECEMBER 2019: Technological Advances

SPACE RESERVATION: **SEPT. 13, 2019**
MATERIALS DEADLINE: **SEPT. 20, 2019**
DISTRIBUTION DATE: **NOV. 1, 2019**

- Technological advances: New and improved assays, “digital” pills, telemedicine, and apps help improve adherence, quality of life, and access to care
- Electronic health records: Different systems, different doctors. What you should know to make sure your caregivers are all on the same page
- Gene-editing technology offers such power tools, that ethical questions about its use are being raised. How will the ethics of CRISPR affect HIV and other medical research?
- 9th annual **A Day with HIV** anti-stigma campaign

Story list subject to change.

Join us as we celebrate POSITIVELY AWARE's 30th anniversary in 2020.



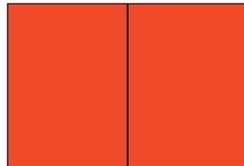
PAGE SPECIFICATIONS

Finished page size is 7.875" x 10.75"—add .125" on all sides for bleeds.
POSITIVELY AWARE is printed on 45# No. 4 Escanaba matte stock.



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: **13.75" x 9.75"**

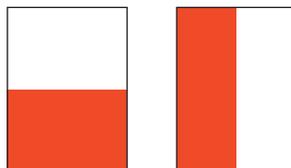


Gatefold inside front cover (3 panels)

Panel 1 folds out to the left; panel 3 is the bound side of the gatefold.

panel 1 (left) trim size: **7.375" x 10.75"**
panel 1 (left) bleed size: **7.5" x 11"**
panel 2 (middle) trim size: **7.625" x 10.75"**
panel 2 (middle) bleed size: **7.625" x 11"**
panel 3 (right) trim size: **7.875" x 10.75"**
panel 3 (right) 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 file format accepted.

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.

EMAIL IS THE PREFERRED DELIVERY METHOD for all files under 15MB. Send files to: r.guasco@tpan.com