



POSITIVELY AWARE
HIV TREATMENT, PREVENTION, AND SUPPORT FROM **TPAN**



For more than 26 years, 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.

Discover 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 to all 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 C (HCV) 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 coinfection with HIV. The HCV Drug Guide has so sought after, it surpassed only by the HIV Drug Guide itself.

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 at all **Walgreens HIV specialty pharmacies** in the U.S. **Distributed free of charge** 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 and clinics. POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including the **United States Conference on AIDS (USCA).**

CIRCULATION:
100,000

FREQUENCY:
Bi-monthly (six regular issues per year.)



SUBSCRIPTIONS

1,500 COPIES sent to media, HIV advocates, and pharmaceutical representatives

1,500 COPIES to members of the American Academy of HIV Medicine

10,000 COPIES individual subscribers

BULK DISTRIBUTION

5,000 COPIES distributed at conferences and events

7,000 COPIES distributed at more than 200 venues

75,000 COPIES distributed to over 1,900 community-based organizations, and 700 Walgreens pharmacies across the U.S.

WHAT OUR READERS SAY

RESPONSES FROM A SURVEY CONDUCTED NOVEMBER 2016, ONLINE AND OVER SOCIAL MEDIA

"I love PA. I just started treatment after being diagnosed four years ago. My doctors were impressed with my depth of knowledge concerning the different treatment options, and it's largely due to PA."

"You have helped me a lot over the years."

"I especially love the annual HIV drug guide, and like to share it with my patients when helping them select their ideal treatment regimen."

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

"It is helpful the way PA describes medical advances in a way a regular person can understand."

"I really appreciate your presence in my life. Kudos to you all!"

"I do a lot of speaking on HIV/AIDS, and I can always rely on PA for the most current and updated information. I don't know what I would do without it."

2017 CALENDAR

EDITORIAL & PRODUCTION

JAN+FEB 2017

Gay men and HIV

SPACE RESERVATION DEADLINE: NOV. 15, 2016
MATERIALS DEADLINE: NOV. 28, 2016
DISTRIBUTION DATE: DEC. 30, 2016

MAR+APR 2017

The 21st Annual HIV Drug Guide

SPACE RESERVATION DEADLINE: JAN. 6, 2017
MATERIALS DEADLINE: JAN. 16, 2017
DISTRIBUTION DATE: FEB. 28, 2017

MAY+JUN 2017

The Transgender Community

CROI Update
SPACE RESERVATION DEADLINE: MARCH 16, 2017
MATERIALS DEADLINE: MARCH 27, 2017
DISTRIBUTION DATE: APRIL 31, 2017

JUL+AUG 2017

5th Annual Hepatitis C Drug Guide

SPACE RESERVATION DEADLINE: MAY 19, 2017
MATERIALS DEADLINE: MAY 26, 2017
DISTRIBUTION DATE: JUNE 30, 2017

SEP+OCT 2017

HIV Basics

International AIDS Conference Update
SPACE RESERVATION DEADLINE: JULY 21, 2017
MATERIALS DEADLINE: JULY 31, 2017
DISTRIBUTION DATE: AUG. 31, 2017

NOV+DEC 2017

8th Annual A Day with HIV

ICAAC/IDWeek Conference Update
SPACE RESERVATION DEADLINE: SEPT. 15, 2017
MATERIALS DEADLINE: SEPT. 25, 2017
DISTRIBUTION DATE: OCT. 30, 2017

JAN+FEB 2018

TBD

SPACE RESERVATION DEADLINE: NOV. 14, 2017
MATERIALS DEADLINE: NOV. 27, 2017
DISTRIBUTION DATE: DEC. 29, 2017

PAGE SPECIFICATIONS

EFFECTIVE JANUARY 2017

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

AD SIZES & MEASUREMENTS

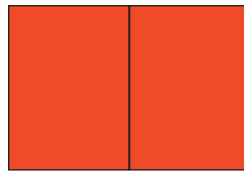
SINGLE-PAGE

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"

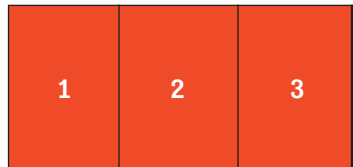


GATEFOLD INSIDE FRONT COVER (3 PANELS)

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"

NOTE: 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.

FOR MORE INFORMATION

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