

# LIVE LIFE POSITIVELY AWARE.



POSITIVELY AWARE  
IN PRINT • ONLINE • IN HAND

   @posaware

**Join us in 2020**  
as POSITIVELY AWARE  
marks 30 years as the  
most trusted source of HIV  
treatment and health news.

## **POSITIVELY AWARE is more than a magazine— it's a lifeline of information, a connection to a community, and a source of hope and inspiration.**

Published six times a year, **POSITIVELY AWARE** (PA) provides accurate, up-to-date information on treatment and health for people living with HIV/AIDS and their caregivers. PA educates and empowers people living with HIV/AIDS, and it serves as an educational tool for many caregivers to provide their clients with the best treatment information available.

POSITIVELY AWARE is published by TPAN, a not-for-profit healthcare organization that itself has provided cutting-edge direct services for people living with and affected by HIV for over 32 years. Our experience and expertise as a provider and educator has established PA as the leading national authority on HIV treatment and wellness.

### **ANNUAL HIV DRUG GUIDE**

POSITIVELY AWARE's annual HIV Drug Guide is our most requested 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, a pullout 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.

### **THE HEPATITIS TREATMENT 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 Treatment 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 their allies, and HIV/AIDS advocates.

### **OUR READERSHIP**

POSITIVELY AWARE has a readership of over 100,000. Individual subscriptions are mailed to media, HIV advocates, and pharmaceutical representatives, and individual subscribers who request it.

POSITIVELY AWARE is distributed free of charge to over 1,900 AIDS service organizations (ASOs), community-based organizations (CBOs), doctors' offices, clinics, bookstores, libraries, and community centers. Thanks to our long-standing collaborations with Walgreens and American Academy of HIV Medicine (AAHIVM), PA is available at many HIV specialty pharmacies and members of the academy in the U.S. Because of these partnerships and collaborations, many of our readers access the information in PA where and when they most need expertise and insight from peers about how to navigate HIV care and support. It is this unique connection with our readers that sets us apart from other sources of HIV news and information.

POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including the United States Conference on AIDS (USCA), 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 Conference.

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 an average 10,500 unique visitors a month browse current and archived issues of the magazine and find exclusive online-only content. Most recently we re-launched our online e-newsletter, **PA Update**, where readers can find updates on the latest news in between the bi-monthly print editions of the magazine.

## **What they say about POSITIVELY AWARE**

**"When I travel** around the country to visit clinics and organizations, Positively Aware is always there in the waiting room, and it's the magazine that I see people reading most."

—SPONSOR

### **"I read POSITIVELY AWARE**

because of the information it provides, not just for people who are HIV positive, but also for those who are not. Thank you."

—FROM READER SURVEY

**"Our case managers** find the drug chart very helpful in having conversations with clients."

—READER

**"Your magazine** saved my life."

—READER

**POSITIVELY AWARE is dedicated** to getting vital, life-saving information into the hands of the people who need it most.

**Join us** as we celebrate the magazine's 30th anniversary in 2020. Become part of something that is more than just a magazine, but a unique connection that you'll find nowhere but in POSITIVELY AWARE.





## JAN+FEB 2020

### **Housing and HIV; Pregnancy and HIV**

Having a home is often taken for granted, but it's a significant stabilizing factor when living with HIV; it is a major influence in remaining adherent to treatment. PLUS: Pregnant women are increasingly being taken into account—from clinical studies to determining side effects.

RESERVE YOUR SPACE BY: **NOV. 15, 2019**  
MATERIALS DEADLINE: **NOV. 18, 2019**  
DISTRIBUTION DATE: **DEC. 31, 2019**

## MAR+APR 2020

### **24th Annual HIV Drug Guide**

Our annual extensive handbook to the medications prescribed for treating HIV. In addition to information on side effects and drug interactions, it includes insightful comments about each drug from a HIV specialist and a patient advocate. PLUS: a pullout drug chart used as a reference by people living with HIV and the people who care for them, including case managers, doctors, and pharmacists.

RESERVE YOUR SPACE BY: **JAN. 10, 2020**  
MATERIALS DEADLINE: **JAN. 17, 2020**  
DISTRIBUTION DATE: **FEB. 28, 2020**

## MAY+JUN 2020

### **Co-existing conditions; CROI 2020 conference**

Most people living with HIV often deal with other illnesses and medical conditions—diabetes, cardiovascular disease, cancer—that are exacerbated by HIV. A look at the connection, and how medical professionals are beginning to address co-morbidities and co-existing conditions. PLUS: Coverage of CROI, the leading annual HIV medical conference in the U.S., in Boston.

RESERVE YOUR SPACE BY: **MARCH 23, 2020**  
MATERIALS DEADLINE: **MARCH 30, 2020**  
DISTRIBUTION DATE: **APRIL 30, 2020**

## JUL+AUG 2020

### **8th Annual Hepatitis Treatment Guide**

Beyond treatment: Exploring the social factors affecting the hepatitis epidemic—the opioid crisis, harm reduction efforts, stigma, and more. PLUS: A handy pullout drug chart.

RESERVE YOUR SPACE BY: **MAY 22, 2020**  
MATERIALS DEADLINE: **MAY 29, 2020**  
DISTRIBUTION DATE: **JUNE 30, 2020**

## SEP+OCT 2020

### **HIV Criminalization; AIDS 2020 conference and HIV 2020 conference**

In many states, not disclosing your HIV status to a sex partner can land you in jail—a report from the HIV Is Not A Crime decriminalization conference. A look at how the science of “Undetectable Equals Untransmittable” (U=U) is playing a role in HIV decriminalization. PLUS: Coverage of the world's leading HIV medical conference, AIDS 2020 in San Francisco and Oakland, and the HIV 2020 conference in Mexico City.

RESERVE YOUR SPACE BY: **JULY 17, 2020**  
MATERIALS DEADLINE: **JULY 24, 2020**  
DISTRIBUTION DATE: **AUG. 28, 2020**

## NOV+DEC 2020

### **Substance Use and HIV; USCA conference 11th annual A Day with HIV anti-stigma campaign**

Drug use can make a person more vulnerable to HIV—and make it easier to fall out of HIV treatment. Firsthand accounts are included in an examination of what's being done to reduce the impact of substance use among people living with HIV. PLUS: A special section of photo submissions from our annual social media-driven anti-stigma campaign. Coverage of the United States Conference on AIDS (USCA).

RESERVE YOUR SPACE BY: **SEPT. 18, 2020**  
MATERIALS DEADLINE: **SEPT. 21, 2020**  
DISTRIBUTION DATE: **OCT. 30, 2020**

Story list subject to change.

JOURNALISM. INTEGRITY. HOPE.

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

## PAGE SPECIFICATIONS

Finished page size: 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"**



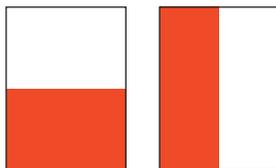
### Spread

trim size: **15.75" x 10.75"**  
bleed size: **16" x 11"**  
safety area: **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 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](mailto:r.guasco@tpan.com)



## DIGITAL ADVERTISING

**10,500 unique visitors go to [positivelyaware.com](http://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.