



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

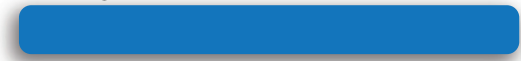
Similar to the HIV Drug Guide, this resource focuses on hepatitis C and co-infection with HIV. In 2017, hepatitis B was added to what is now the annual Hepatitis Treatment Guide.

OUR CONTRIBUTING WRITERS

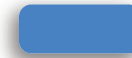
Recognized professionals in the field of HIV/AIDS, many of contributing writers volunteer their services because **they believe in our mission.** They include top-tier HIV specialist physicians and researchers, people living with HIV, and their allies.

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...

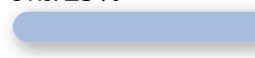
depression or anxiety: **57%**



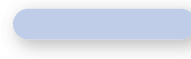
high blood pressure: **39%**



STIs: **25%**



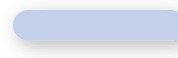
alcohol/substance use: **18%**



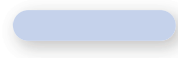
hepatitis B/C: **17%**



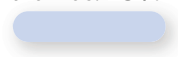
diabetes: **17%**



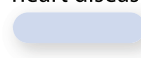
cancer: **16%**



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.

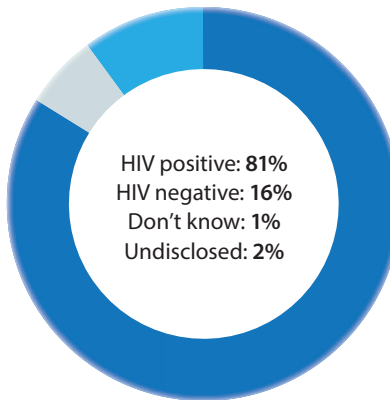
More than 1,900 HIV service and health care organizations, community-based organizations (CBOs), doctors' offices, clinics, bookstores, libraries, and community centers.

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.

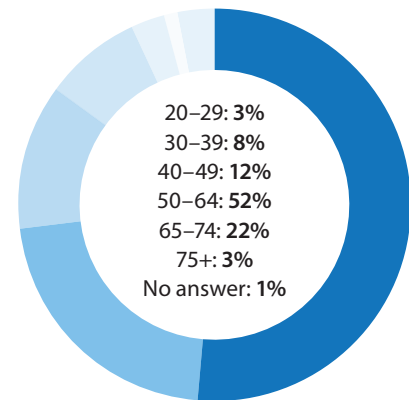
POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including the United States Conference on HIV/AIDS (USCHA), as well as regional conferences, meetings, and local events. We cover, in detail, all of the most important medical conferences—including CROI and the International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

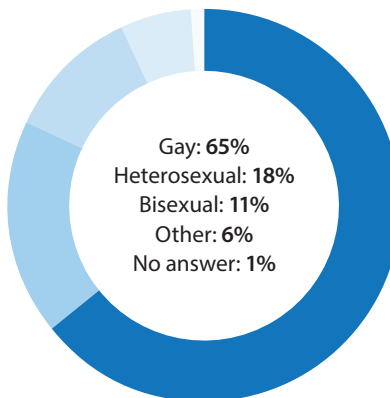
HIV STATUS



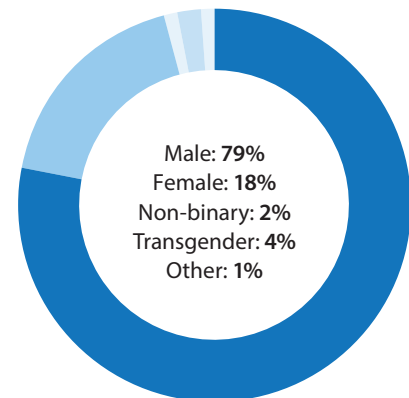
AGE



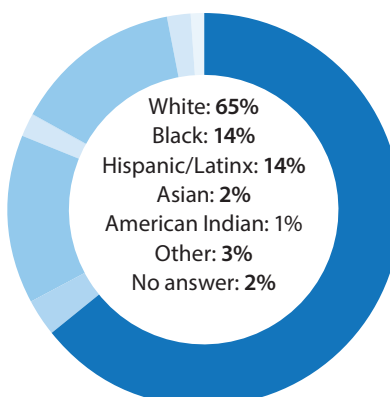
SEXUAL ORIENTATION



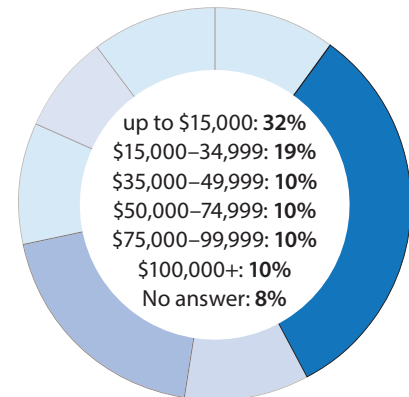
GENDER IDENTITY



RACE AND ETHNICITY



INCOME





JAN+FEB 2023

How individuals are creating communities of their own in response to HIV

RESERVE YOUR SPACE BY: **NOV. 18, 2022**
MATERIALS DEADLINE: **NOV. 30, 2022**

SEP+OCT 2023

Latinidad, HIV Basics and IAS 2023

RESERVE YOUR SPACE BY: **JULY 14, 2023**
MATERIALS DEADLINE: **JULY 21, 2023**

MAR+APR 2023

27th Annual HIV Drug Guide, plus: The Spanish Language Pocket Edition of the HIV Drug Chart

RESERVE YOUR SPACE BY: **FEB 1, 2023**
MATERIALS DEADLINE: **FEB. 17, 2023**

NOV+DEC 2023

A Day with HIV—13th annual anti-stigma campaign, plus: How identity can affect HIV treatment and care

RESERVE YOUR SPACE BY: **SEPT. 15, 2023**
MATERIALS DEADLINE: **SEPT. 22, 2023**

MAY+JUN 2023

CROI conference report and information literacy
PLUS: The roles that public schools—and HBCUs—play in HIV research, treatment, policy and more.

RESERVE YOUR SPACE BY: **MARCH 17, 2023**
MATERIALS DEADLINE: **MARCH 24, 2023**

JAN+FEB 2024

The Humor Issue: The role of humor in resilience, protest and advocacy

RESERVE YOUR SPACE BY: **NOV. 17, 2023**
MATERIALS DEADLINE: **NOV. 24, 2023**

JUL+AUG 2023

PrEP, harm reduction and the 11th annual Hepatitis Drug Guide

RESERVE YOUR SPACE BY: **MAY 19, 2023**
MATERIALS DEADLINE: **MAY 26, 2023**

FEATURED COLUMNS EACH ISSUE

Being Bridgette offers a candid and her own wryly humorous personal look at life with HIV.
Positive Aging spotlights issues affecting long-term survivors and older adults living with HIV.
PozAdvocate, written by HIV legal eagle Scott Schoettes, explores legal issues of importance to people living with HIV.

STORY LIST SUBJECT TO CHANGE.



ADVERTISING RATES

FOR MORE INFORMATION:

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 L.Hayes@tpan.com DIRECT: 773.632.5536

OPEN RATE

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Full-page	\$13,959	\$13,261	\$11,865
Two-thirds page	\$9,690	\$9,205	\$8,237
Half-page	\$7,739	\$7,352	\$6,578

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Cover 2 (inside front cover)	\$16,751
Cover 3 (inside back)	\$16,050
Cover 4 (back cover)	\$17,414

ANNUAL DRUG GUIDE

	1X	3X	6X
Full-page	\$17,447	\$16,574	\$14,830
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Half-page	\$9,252	\$8,789	\$7,864

NON-PROFIT PRICING

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GATEFOLD INSIDE FRONT OR BACK COVER

"Regular" issue: \$62,816

HIV Drug Guide or HCV Drug Guide: \$78,520

POSITIVELYAWARE.COM

480x320 pixels and 960x640 pixels

Contact Lorraine Hayes for rates:

L.Hayes@tpan.com; direct: 773.632.5536.

ADDITIONAL ADVERTISING OPPORTUNITIES

INSERTS AND COVER WRAPS: Contact your sales representative for additional information.

LIVE LIFE POSITIVELY AWARE