

BIOFEEDBACK™

Summer 2023 • Volume 51 • Number 2



Special Issue:
Heart Rate Variability Intervention

2026 MEDIA KIT

BIOFEEDBACK



“

Biofeedback is a valuable resource for any health and education professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback

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DEMOGRAPHICS

Biofeedback is an official peer-reviewed journal published by the Association for Applied Psychophysiology and Biofeedback which was established in 1969.

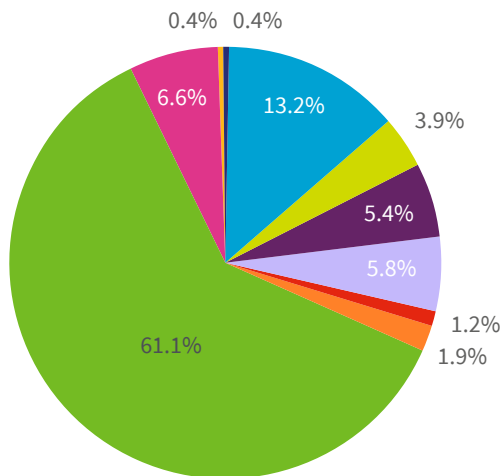
AAPB's membership includes psychologists, psychiatrists, dentists, social workers, nurses, occupational and rehabilitation therapists. These health professionals use biofeedback as treatment for many diagnosed disorders including but not limited to anxiety, incontinence, pelvic disorders, migraine and tension headaches, ADHD and ADD and more. Educators use biofeedback techniques to help students and athletes achieve optimum performance.

MARKET COVERAGE

Biofeedback is a valuable resource for any health and education professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback.

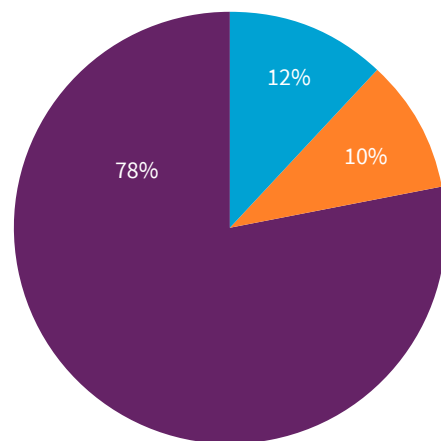
EDITOR-IN-CHIEF LESLIE SHIVERS, CAE

CIRCULATION / 600



SPECIALTY

- Chiropractic 0.4%
- Counseling 13.2%
- Education 3.9%
- Medicine 5.8%
- Nursing 5.4%
- Occupational Therapy 1.2%
- Physical Therapy 1.9%
- Psychology 61.1%
- Social Work 6.6%
- Speech Pathology 0.4%



- Group 12%
- Hospital 10%
- Private/Independent 78%



For More Information Contact

Sean Shivers
Advertising Sales

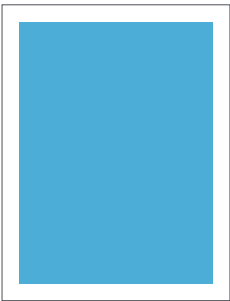
sean@aapb.org
(720) 998-6143

**DISPLAY AD SIZE
DIMENSIONS ARE WIDTH ×
HEIGHT IN INCHES.**

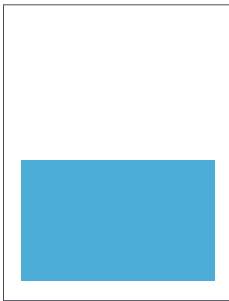
Trim Size: 8.5 × 11"
Biofeedback trims 0.125"
off top, bottom and outside
edge. Live area should be
a minimum of 0.375" inside
trimmed edges.



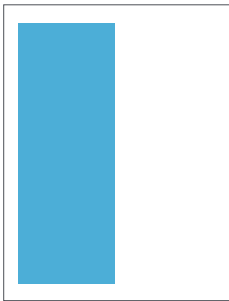
FULL PAGE BLEED
8.75 × 11.25"



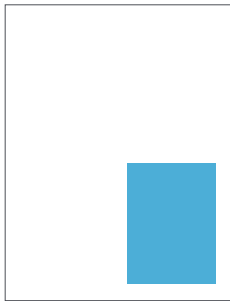
FULL PAGE
7.75 × 10.25"



HALF PAGE
7.75 × 4.875"



**HALF PAGE
VERTICAL**
3.625 × 10.25"



**QUARTER
PAGE**
3.625 × 4.875"

ISSUANCE / QUARTERLY

ISSUE	SPACE RESERVATION	MATERIAL DUE
SPRING	2/3/26	2/20/26
SUMMER	6/5/26	6/24/26
FALL	8/4/26	8/21/26
WINTER	10/1/26	10/20/26

2025 ADVERTISING RATES / PER INSERTION

COLOR	1×	4×
Full Page	\$1,352	\$1,303
Half Page	\$1,107	\$1,069
Quarter Page	\$719	\$698

COVER / PREFERRED POSITION RATE

PREMIUM OVER EARNED	COLOR
Inside Front Cover (C2)	25%
Inside Back Cover (C3)	15%
Outside Back Cover (C4)	30%
Opposite TOC	10%

INSERTS

1 LOOSE INSERT PER ISSUE
2-page Insert 2x Color Rate \$2,599
4-page Insert 4x Color Rate \$5,211

VENDOR EXCLUSIVE EMAIL MESSAGES

Your custom-designed content is delivered to more than 2,000 AAPB members/subscribers.

One time eblast - \$922

Three time eblast* - \$600/blast

Specifications: Up to 750 words of text (shorter is recommended) with a couple of smaller graphics, or a single graphic (jpg or png). Linking of any graphics can be completed when an URL is provided.

It will be labeled as a sponsor communication. We reserve the right to refuse inappropriate content (our determination). This could include marketing for an event that conflicts with our conference dates.

* The three eblasts will be sent approximately two weeks apart.



Vendor Exclusive Logo

Vendor Supplied Content



For More Information Contact

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PRINT ADS

RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF's should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

ONLINE ADS

Acceptable file formats include: .gif, Animated .gif, .jpg, and .png.

TERMS AND CONDITIONS

Biofeedback reserves the right to refuse materials and require publication prepayment. This journal does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement. Advertisers will be billed for any modifications or file manipulation that needs to be done to meet print requirements. KnowledgeWorks Global Ltd. assumes no financial responsibility for any error or omission occurring in the publication of an advertisement if the electronic file does not meet our published standards and/or a press proof is not supplied. All claims for errors in advertisements must be made in writing and received within ten days of the invoice date and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved the proof, or a proof was not supplied. *Biofeedback* reserves the right to modify rates and ad sizes without notice.

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$125/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.



CONTACT:

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