

# IG LIVING!

IMMUNE GLOBULIN COMMUNITY

Supporting the IG community through education, communication and advocacy

*The perfect ad outlet for manufacturers, specialty pharmacies and others serving the immune globulin community*

MEDIA KIT

# 2012



AWARDED FOR  
OUTSTANDING  
PATIENT EDUCATION  
INFORMATION



AWARDED FOR  
CONSUMER  
MAGAZINE AND  
INTERIOR DESIGN



(800) 843-7477  
www.IGLiving.com

DEMOGRAPHICS ADVERTISING EDITORIAL CALENDAR SUBMISSION GUIDELINES RATES

## IG Living Reaches Your Market

*IG Living* is the only magazine dedicated to patients who use immune globulin products and to their care providers.

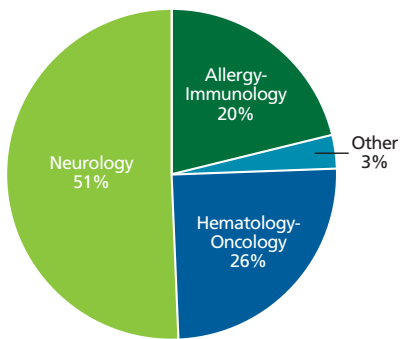
First launched in 2006, *IG Living* has a distribution of nearly 30,000—direct to patients and their physicians' offices. Regular features include such topics as product

and manufacturer news, resources for healthy living, immune globulin treatment options, reimbursement and clinical trials.

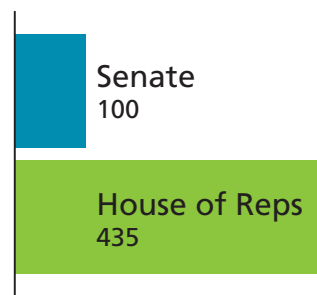
*IG Living* is a community service provided by FFF Enterprises, the nation's largest immune globulin distributor, and NuFACTOR, FFF's specialty pharmacy.

## About IG Living Subscribers

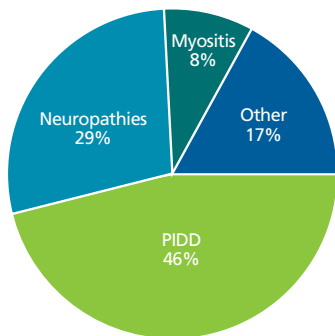
### Healthcare Professionals



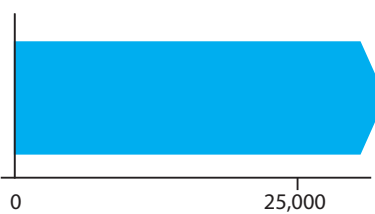
### Congress



### Patients / Family



### Total Subscribers

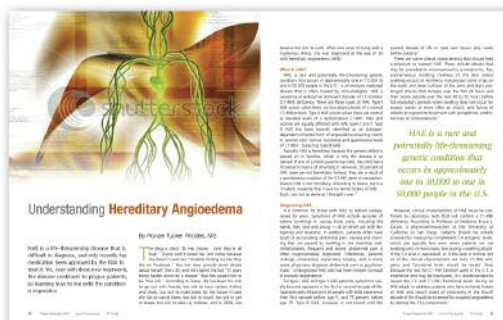
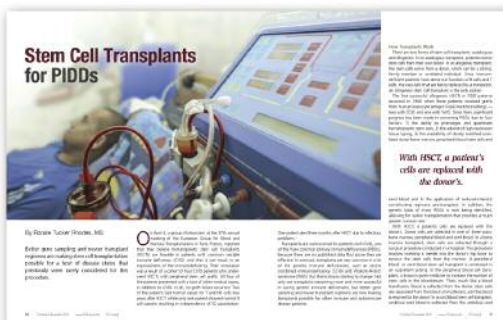
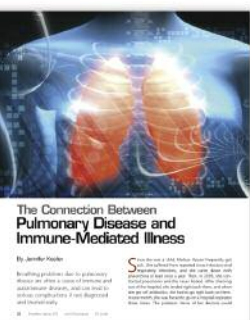


*IG Living* reaches nearly 30,000 readers every two months, including:

- More than 20,000 physicians, nurses, case managers and other healthcare professionals involved in treating patients with immune globulin products; many of their copies are for office and infusion clinic waiting rooms
- More than 8,000 family members and patients treated at home, out-patient infusion clinics, physician practices and independent infusion clinics
- All members of the U.S. Senate and House of Representatives

The remaining magazines are distributed to patient organizations and manufacturer and distributor sales representatives.

*IG Living* also has a growing international eZine subscriber base.



## The Benefits of Advertising in IG Living

- Influence treatment decisions by keeping readers informed about your products and services.
- Build brand recognition so case managers remember you when they are at the point of referral.
- Promote a feature of your company with a call to action—studies show that readers are more receptive to such print advertising.
- Have effective, well-branded patient resources put directly into the hands of providers.
- Obtain patient and provider input through complimentary annual surveys.
- Demonstrate your commitment to quality patient care by supporting the only magazine targeting the IG community.

*“IG Living strives to provide patients and healthcare providers with the most current and up-to-date information about immune globulin. It’s an excellent resource to teach us about the human, medical and financial aspects of this life-saving therapy in a very readable format.”*

—Todd Levine, MD  
Phoenix Neurological Associates

*“I am enjoying the IG Living magazines, and they have been a good resource for many things. The writers are great, each with a wonderful personality and uplifting tone to their articles. It is a blessing and comfort.”*

—Paula King  
PIDD patient

## Special Advertising Opportunities

### Belly Bands

Belly Bands are ideal for advertising your product, service or special announcement at medical events and tradeshows. A belly band wraps around the entire magazine and must be removed before reading *IG Living*. (Requires polybagging.)

### Inserts

Boost your brand with an exclusive message to *IG Living* readers. Pre-printed materials are inserted in front of the magazine in a poly bag. Your brochure, CD or other promotional material is the first thing readers see.

### Custom Posters

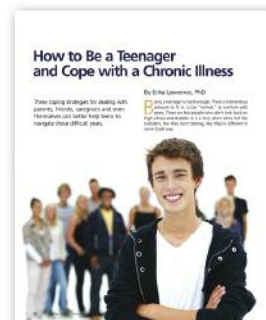
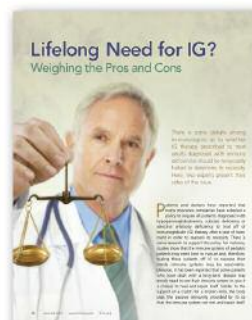
We can economically print your editorial and advertising content in the poster size of your choice. Posters are perfect for displaying your story in your lobby and at special events and tradeshows. Posters are available in a variety of sizes, and can be mounted and UV coated.

### Electronic and Paper Reprints

Integrate reprints of your IGL ads and/or editorial content in your other promotional campaigns. Post an e-copy on your website or hand out hard copies at events, and drive your audience to learn more about your offerings as represented in the only publication targeting the IG community.

### Poly Bags

Obtain a paramount position with your message packaged with an *IG Living* magazine. Your product message will be placed in a clear plastic bag and will be the first piece touched by our healthcare readers. Poly bags are suitable for issues containing a supplied insert, CD or brochure.



# 2012 AD RATES

Rates are exclusive of agency fees.

## Full Page Four-color Ads

Frequency	Standard/ROB	2-page ROB	Cover 2	Cover 3	Cover 4
1X	\$7,000	\$10,000	\$9,250	\$8,250	\$10,000
2X	6,900	9,900	9,150	8,150	9,900
3X	6,750	9,750	9,000	8,000	9,750
4X	6,550	9,550	8,800	7,800	9,550
5X	6,300	9,300	8,550	7,550	9,300
6X	6,000	9,000	8,250	7,250	9,000

## Smaller Run-of-book Ads

Frequency	Half Page ROB	1/4 Page	Biz Card
1X	\$4,500	\$2,500	\$750
2X	4,470	2,485	742
3X	4,410	2,455	727
4X	4,320	2,410	705
5X	4,200	2,385	675
6X	4,000	2,250	652

## ADVERTISING SPECS

Contact: Cheryl Brooks • (800) 843-7477 x1177 • email: [cbrooks@FFEnterprises.com](mailto:cbrooks@FFEnterprises.com)

### Full Page

**Trim:** 8.375" x 10.5"

**Live:** 7.875" x 10"

**Bleed:** 8.625" x 10.75"

### Full Page Spread

**Trim:** 16.75" x 10.5"

**Live:** 16.25" x 10"

**Bleed:** 17.25" x 10.75"

### 1/2 Page

**Trim:** 8.375" x 5.25"

**Live:** 7.875" x 5"

**Bleed:** 8.625" x 5.5"

Computer-to-plate, sheet-fed on 70# gloss book stock (text) and 100# coated cover stock (cover). Perfect bound.

**Line Screen:** 200 line screen

**Color:** CMYK process

### File Format

Please submit your ad as a high resolution (minimum 300 dpi) PDF via FTP upload or on CD.

### Color

Colors must be converted to CMYK process.

### Proofs

A high resolution, hard copy proof must accompany each ad. Four-color proofs must be submitted for four-color ads. Print all proofs at 100% of ad size and send through the mail.

### Type Size

We cannot guarantee the legibility of reversed type under 10pt.

### Solids/Tints

On four-color ads, include 30% cyan in large solid black areas for optimum color depth. Screen tints should not exceed 30% where type overprints.

### Removable Media

CDs only please.

### Electronic Transmission

To transmit your files over an internet browser, go to the advertising page of [www.igliving.com](http://www.igliving.com) and click the link for uploading. All files must be high resolution PDFs, sent as either stuffit or zip files. Please do not use any spaces or dashes in the naming of any files. Please use the first four letters of your company name as the name of the stuffit or zip file, followed by the month and year (e.g., xxxx0212). Call (800) 843-7477 x1177 with any questions.

### Storage

Ad materials are stored for six months and then routinely discarded. *IG Living* is not liable for loss or damage of same.