The perfect media outlet for manufacturers, specialty pharmacies and others serving the chronically ill community.

**IG Living Reaches Your Market — In Print and Online**

For more than 12 years, IG Living has been the only source for the immune globulin (IG) community comprised of patients who suffer from chronic illness — many of whom are treated with IG therapy — and their caregivers.

From the days of print publications, we’ve grown and evolved to include a digital portfolio that provides readers with the information they want, when they want it and where they want it.

**In Every Issue:**
- Abbie’s Corner
- Ask the Experts
- Immunology 101
- In the News
- Clinical Brief
- Let’s Talk!
- Patient Perspective
- Life as a 20-Something
- Parenting
- Product Guide

**AN INDUSTRY AWARD-WINNING MAGAZINE**

**2020**
- National Health Information Awards
  - Merit: Patient Education Information
    “Caring for the Caregiver”
  - Merit: Other/Miscellaneous Health Information
    “Patient Perspective Column”
- MarCom Awards
  - Platinum: Writing/Feature Article
    “Factors That Can Impact Immunity”
  - Gold: Writing/Feature Article
    “Making Medications Work Best for Patients”
  - Gold: Writing/Feature Article
    “What Patients Want Their Doctors to Know”

**2019**
- National Health Information Awards
  - Gold: Patient Education Information
    “Pl and Women’s Health: Pregnancy and Beyond”
  - Bronze: Patient Education Information
    “Pl: The Road to Diagnosis and Treatment”
  - Merit: Patient Education Information
    February-March 2018 Issue
- MarCom Awards
  - Gold: Writing/Feature Article
    “Genetic Testing for Immune Deficiencies and Autoimmune Disorders: A Patient Primer”
  - Honorable Mention: Writing/Feature Article
    “Managing Chronic Pain with Medical Marijuana”
  - Honorable Mention: Writing/Feature Article
    “Discrimination and Patient Rights”

**2018**
- MarCom Awards
  - Platinum: Writing/Feature Article
    “How to Be Your Own Healthcare CEO”
  - “Aging in Place”
  - Platinum: Magazine Cover
    October-November 2018
  - Gold: Writing/Feature Article
    “Genetic Testing: A Growing Approach to Disease Diagnosis and Treatment”
  - Honorable Mention: Magazine Cover
    April-May 2018

**2017**
- National Health Information Award
  Patient Education Information
  “Goal-Setting for the Chronically Ill”

**2015**
- MarCom Awards
  - Platinum: Magazine Cover
    April-May Issue
  - Honorable Mention: Magazine Interior
    April-May Issue

**2014**
- MarCom Awards
  - Gold: Writing/Feature Article
    “Practicing Medicine: Quality of Care”
  - Platinum: Writing/Feature Article
    “Exercise Success”

**2013**
- MarCom Awards
  - Honorable Mention: Interior Design
  - Honorable Mention: Writing/Content

**2012**
- MarCom Awards
  - Honorable Mention: Interior Design

**2010**
- National Health Information Award
  Patient Education Information
  “Exercise and Immune Disease”
Reach multiple healthcare segments with one magazine

IG Living provides complete insight into the stories affecting the community.

Features include IG treatment and options, immune and autoimmune disease updates, patient profiles, adult and teen perspectives, Q&A and more!

Subscriber Demographics

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 displayed in office and infusion clinic waiting rooms
- More than 8,000 patients and their family members treated at home, outpatient infusion clinics, physician practices and independent infusion clinics
- More than 500 members of the U.S. Senate and House of Representatives to make them aware of the prescription and reimbursement issues with immune globulin products
- Patient organizations, and manufacturer and distributor sales representatives

Your magazine has really changed my life. It’s so helpful with patient posts, insurance information and medical advice. I recommend it to all my newly diagnosed friends.

— Mary Busch
Why Advertise in IG Living?
IG Living is considered an authority that chronically ill patients and their providers turn to first for reliable information and timely news — information they can’t get anywhere else.

Gain access to...
• **Audience:** 30,000 engaged patients and providers who rely on the products and services that treat the chronically ill.
• **One-of-a-kind:** Geared specifically to the needs of chronically ill patients and their providers with unique content that cannot be found in a single source in any other publication.
• **Influence:** Our readers know that the information in IG Living can be relied upon and trusted.

**No other publication** connects you with more chronically ill patients in more ways, more often, than IG Living.

Multiple opportunities maximize your marketing impact:
• **Product directory:** In each issue, display advertisers have an opportunity to promote their products for free in a mini-directory that includes a description and photo.
• **Belly bands:** Ideal for a product, service or special announcement. The band wraps around the entire magazine and must be removed before reading.
• **Inserts:** Insert your pre-printed materials next to IG Living magazine and packaged in a poly bag. It will be the first material readers will see.
• **Custom posters:** We can economically print your advertising content in the poster size of your choice that can be displayed or mounted and UV-coated.
• **Electronic and paper reprints:** Integrate reprints of your IG Living ads and/or editorial content in your promotional campaigns, and drive your audience to learn about the only publication targeting the IG community.

Contact us to help plan your advertising strategy:
Ronale Rhodes
951.296.2500 ext. 1362
advertising@IGliving.com
IGLiving.com Advertising

Annual Traffic:
- Desktop, tablet and cellphone sessions: 67,500+
- eMAGAZINE SESSIONS: 1,205 (Total in 2020)

Available Ad Units
- 8:1 Leaderboard – top of page
- 1:1 Medium Rectangle – right column or inline
- 1:2 Half Page – right column or inline

(As an added value, all advertisements in the print magazine are automatically included in the online version)

Additional Option:
Product video embedded in eMagazine
* Video provided by company

eMagazine Advertising

Cost-effective, full- and half-page advertisements are available in the online version of IG Living.

eNewsletter Advertising

The IG Living eNewsletter is the fastest way to engage your audience with your message. Advertising in our eNewsletter will boost your website traffic and expose your organization to thousands of people.

Traffic:
- eNEWSLETTER CLICKS: 11,600+ (Average per eNewsletter)
- CLICK-THROUGH RATE FROM eNEWSLETTER TO WEBSITE: 4.9% (Average)
- OPEN RATE: 21.2% (Average)

Available Ad Units
- 6:1 Large banner (610 x 102)
- 1:1 Small rectangle + text (image: 180 x 180, full size of ad: 180 x 610)
### AVAILABLE PRINT AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim</th>
<th>Bleed</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>16&quot; x 10.5&quot;</td>
<td>16.25&quot; x 10.75&quot;</td>
<td>15.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full Page with Bleed</td>
<td>8&quot; x 10.5&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>7.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>6.75&quot; x 9.125&quot;</td>
<td>4.4&quot; x 9&quot;</td>
<td>6.75&quot; x 4.675&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>6.75&quot; x 4.675&quot;</td>
<td>4.4&quot; x 3.5&quot;</td>
<td>2.1&quot; x 9&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6.75&quot; x 4.675&quot;</td>
<td>4.4&quot; x 3&quot;</td>
<td>2.1&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>6.75&quot; x 4.675&quot;</td>
<td>4.4&quot; x 3&quot;</td>
<td>2.1&quot; x 4.5&quot;</td>
</tr>
</tbody>
</table>

### PRINT ADVERTISING SPECS

**Ad Submission Guidelines**

Please submit your ad as a high-resolution (minimum 300 DPI) PDF in CMYK format, with all fonts embedded. Computer-to-plate, web-offset on 70# gloss book stock (text) and 100# coated cover stock (cover). Perfect bound. Color: CMYK process.

**To submit online, go to:**
http://www.igliving.com/advertise/advertiser-file-upload.html

**Contact information:**

Ronale Rhodes  
951.296.2500 ext. 1362  
advertising@IGLiving.com

**Color**

Colors must be converted to CMYK process. Total density should not exceed 300%. We recommend a color proof accompany your ad. We cannot assume responsibility for digital ads supplied without a color proof.

**Type size**

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

* IG Living is published every two months
## Ad Types Accepted

### Image
- Types – jpg, png, gif
- Resolution – 72 dpi
- Animated gifs – length of animation must not exceed 15 seconds with no looping beyond 15 seconds

### HTML 5
- File loads
- Initial load
  - Includes all assets and files necessary for completing first visual display
  - Max 10 file requests
- Host initiated subload
  - Ad file subload may begin after the load event has been dispatched by the window object
  - Additional files may be loaded as necessary, not to exceed subload max KB above

- User initiated load – unlimited (subject to performance review)
- Allowed file types – HTML, JavaScript, CSS, web fonts, shared JavaScript libraries, jpg, png, gif, svg
- Audio
  - No auto play; audio must be user initiated
  - If sound is initiated by click, there must also be a visible mute button
  - If sound is initiated by mouse roll over, it must also stop on mouse roll out
- Backup image – please provide gif/jpg backup

### Third party ads
- Most third party adds accepted, please provide backup gif/jpg

### Flash
- Not allowed

## Available Ad Formats & Positions

### 8:1 Leaderboard – top of page

<table>
<thead>
<tr>
<th>Device</th>
<th>Screen Width</th>
<th>Page Width</th>
<th>Display Size</th>
<th>Initial Load</th>
<th>Subload</th>
<th>Static Image Size</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large desktop, notebook, tablet</td>
<td>&gt; 1280</td>
<td>1200</td>
<td>900 x 113</td>
<td>150 KB</td>
<td>300 KB</td>
<td>900 x 113</td>
<td>top of page</td>
</tr>
<tr>
<td>Small desktop, notebook, tablet</td>
<td>&lt; 1280</td>
<td>1030</td>
<td>773 x 93</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Tablet, smartphone</td>
<td>&lt; 768</td>
<td>100%</td>
<td>begins at 720 x 90</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>

### 1:1 Medium Rectangle – right column or inline

<table>
<thead>
<tr>
<th>Device</th>
<th>Screen Width</th>
<th>Page Width</th>
<th>Display Size</th>
<th>Initial Load</th>
<th>Subload</th>
<th>Static Image Size</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large desktop, notebook, tablet</td>
<td>&gt; 1280</td>
<td>1200</td>
<td>300 x 300</td>
<td>150 KB</td>
<td>300 KB</td>
<td>300 x 300</td>
<td>right column</td>
</tr>
<tr>
<td>Small desktop, notebook, tablet</td>
<td>&lt; 1280</td>
<td>1030</td>
<td>h: 250 x 250</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>h: right column</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>v: 300 x 300</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>v: inline</td>
</tr>
<tr>
<td>Tablet, smartphone</td>
<td>&lt; 992</td>
<td>100%</td>
<td>300 x 300</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>inline</td>
</tr>
</tbody>
</table>

### 1:2 Half Page – right column or inline

<table>
<thead>
<tr>
<th>Device</th>
<th>Screen Width</th>
<th>Page Width</th>
<th>Display Size</th>
<th>Initial Load</th>
<th>Subload</th>
<th>Static Image Size</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large desktop, notebook, tablet</td>
<td>&gt; 1280</td>
<td>1200</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>400 KB</td>
<td>300 x 300</td>
<td>right column</td>
</tr>
<tr>
<td>Small desktop, notebook, tablet</td>
<td>&lt; 1280</td>
<td>1030</td>
<td>h: 250 x 500</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>h: right column</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>v: 300 x 600</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>v: inline</td>
</tr>
<tr>
<td>Tablet, smartphone</td>
<td>&lt; 992</td>
<td>100%</td>
<td>300 x 600</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>inline</td>
</tr>
</tbody>
</table>
## AD SPECS - IGLIVING eNEWSLETTERS

### Available Newsletters – Ad Formats & Positions

#### Blog Post eNewsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Position</th>
<th>Display Size</th>
<th>Image Size</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1 Medium rectangle</td>
<td>upper right</td>
<td>300 x 300</td>
<td>100 KB</td>
<td></td>
</tr>
<tr>
<td>1:1 Small rectangle + text</td>
<td>mid content</td>
<td>image: 180 x 180, ad: 180 x 610</td>
<td>25 KB</td>
<td>max 40 words + hyperlink</td>
</tr>
</tbody>
</table>

#### New Issue eNewsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Position</th>
<th>Display Size</th>
<th>Image Size</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:1 Full banner</td>
<td>mid content</td>
<td>610 x 102</td>
<td>75 KB</td>
<td></td>
</tr>
<tr>
<td>1:1 Small rectangle + text</td>
<td>mid content</td>
<td>image: 180 x 180, ad: 180 x 610</td>
<td>25 KB</td>
<td>max 40 words + hyperlink</td>
</tr>
</tbody>
</table>

#### Reader Teleconference eNewsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Position</th>
<th>Display Size</th>
<th>Image Size</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:1 Full banner</td>
<td>mid content</td>
<td>610 x 102</td>
<td>75 KB</td>
<td></td>
</tr>
<tr>
<td>1:1 Small rectangle + text</td>
<td>mid content</td>
<td>image: 180 x 180, ad: 180 x 610</td>
<td>25 KB</td>
<td>max 40 words + hyperlink</td>
</tr>
</tbody>
</table>

### Ad Types Accepted

- **Image**
  - Types – jpg, png, gif
  - Resolution – 72 dpi
- Not allowed – HTML5, Flash, rich media, animated gif

### Additional Information

#### Targeting
- Ads can be targeted to visitors by geographic location, language, country, device, browser or operating system.
- Ads can be contextually targeted based on user search input or keywords associated with a page.
- Ads can also be targeted to specific sections of the IG Living.com website. For example: Magazine, Life with IG, Resources, Media & Events or Blog.

- **Safeguards against bot activity** – Our ad server employs many techniques to prevent false and invalid clicks to ensure accurate reporting.
  - Known bots - by default, our ad server blocks known bots, spiders and crawlers.
  - Click authentication – Each click is checked against a unique token to ensure it is from a valid source. Any click without a valid token will not be recorded.
  - Click monitoring – Our click monitoring system checks all incoming clicks and uses sophisticated algorithms to detect unusual patterns. Possible invalid clicks and impressions are automatically flagged and reported.

#### Tracking & reporting
- High performance ad server – www.adSpeed.com
- Live access to reporting
  - Durations – hourly, daily, weekly, monthly, yearly, custom dates.
  - Report types – impressions, click-through rate (CTR), visitors, and more.
  - our data – export/download report data in various formats.

#### Terms and conditions
- IG Living Magazine adheres to AAAA/IAB Standard Terms and Conditions Version 3.0.

- **Cancellations**
  - Please refer to AAAA/IAB Standard Terms and Conditions Version 3.0, Section V. CANCELLATION AND TERMINATION.

- **Deadlines**
  - Electronic advertising materials must be submitted at least 7 business days prior to campaign beginning.
### 2021 Editorial Calendar

**FEB–MAR 2021**
- Effects of Social Isolation on Overall Health
- Taking Advantage of Telehealth
- No Place Like Home: The Growing Acceptance of Subcutaneous Immune Globulin
- Understanding IBD
- Strategies for Beating Back COVID-19 Weight Gain
- Clinical Brief — Preparing to Start IG Therapy
- Parenting — Home Schooling Options
- Product Guide — Personal Cooling Options

Ad Reservation Deadline: Nov 17
Ad Materials Deadline: Dec 16

**APR–MAY 2021**
- Benefiting from a Therapy Dog
- Fighting the Loneliness of Chronic Illness
- History of Antibody Therapy
- Pulmonary Complications in PI
- Staying Fit at Home
- Clinical Brief — Side Effects of Prednisone
- Parenting — Parenting While Quarantined
- Product Guide — Aromatherapy

Ad Reservation Deadline: Jan 20
Ad Materials Deadline: Feb 18

**JUN–JUL 2021**
- How to Be Your Own Best Advocate
- When Is it Time for a Second Opinion?
- Genetic Testing for Medical Treatments
- Understanding Porphyria
- Navigating Workforce Issues When on SSI and Medicaid
- Clinical Brief — How Antibodies Work in IG Therapy
- Parenting — Mental Health for Teens and Kids
- Product Guide — Wellness Apps for Mental Health

Ad Reservation Deadline: Mar 18
Ad Materials Deadline: Apr 20

**AUG–SEP 2021**
- The Role of Sleep in Immunity
- Workplace Accommodations for Patients
- How to Take Advantage of Clinical Trials
- Understanding Hereditary Angioedema
- Foods to Combat GI Distress
- Clinical Brief — Managing and Treating Allergic Reactions
- Parenting — Teaching Kids to Practice Good Hygiene Etiquette
- Product Guide — Medical Devices for Pain Management

Ad Reservation Deadline: May 19
Ad Materials Deadline: Jun 16

**OCT–NOV 2021**
- Chronic Illness and the Mind/Body Connection
- Safely Using Sharps Containers
- Why Women Are More Susceptible to Autoimmune Diseases Than Men
- Diagnosing Rheumatic Conditions in PI
- Exercising with Lung Disease
- Clinical Brief — Treating Myasthenia Gravis with Rituximab
- Parenting — Safeguarding Children’s Digital Well-Being
- Product Guide — Flu Season Products

Ad Reservation Deadline: Jul 20
Ad Materials Deadline: Aug 17

**DEC–JAN 2022**
- How to Stop Apologizing for Being Chronically Ill
- Helping Family Members Through Prolonged Illness and Possible Loss
- Managing Chronic Pain Nonpharmacologically
- Less-Common Antibody Deficiency Disorders
- Long-Term Care Insurance: Is It Worth It?
- Clinical Brief — Hematopoietic Stem Cell Transplantation in PI Patients
- Parenting — Health Hacks to Keep Parents on Track
- Product Guide — Air Purifiers

Ad Reservation Deadline: Sep 17
Ad Materials Deadline: Oct 20