2015 SLEEP REVIEW MEDIA KIT

Sleep Review

Table of Contents

Sleep Review

Our Brand

This new, intelligent media is founded in data-driven, actionable business intelligence that works in concert with relevant, timely, and desirable content. *Sleep Review* and Allied 360 is able to provide a whole new level of ROI to marketers through our ability to create targeted, content-enabled marketing solutions, identify and engage key market influencers, and empower businesses with real-time insights that allow for ongoing refinement and adjustment of marketing strategies.

Our Benefits

Allied 360's brands enjoy a central market position within the verticals they serve, as well as other crucial values like content context, market trend awareness, audience penetration, and content and marketing message distribution.

By leveraging our significant footprint across healthcare, we're investing in the future of data and insights, as well as the differentiation within our spaces. The power of *Sleep Review's* network allows us to identify and track a brand's ecosystem. View™ uses Network Theory and Analysis methods to create a new layer of discovery and measurement.

Our Mission
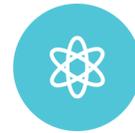
At *Sleep Review*, we recognize marketers' needs are evolving, which is why we offer solutions to today's challenges:

- Show ability to prove marketing ROI and success of campaigns
- Measure performance and capture leading indicators
- Execute businesses' marketing campaigns across multiple channels
- Ability to leverage data to improve marketing performance
- Navigate large volume of internal and external data to identify and connect with customers, as well as track and manage customers

With today's information overload, marketers and customers are in need of relevant and timely information, which calls for an evolution of traditional information-gathering and buying practices. *Sleep Review* realizes and solves for the need to access relevant information quickly and across multiple channels, whether it's desktop, smartphone, tablet, print, or in-person.

We also realize that the world's increased reliance on networks and peers for information, opinions, and advice make marketers' need for trusted, independent information sources they can rely on – *Sleep Review* can help.

View

Technology

View™ is an evolutionary software tool that helps make sense out of "big data" so marketers can assess and react in near real-time, and applies physics principles to help marketers visualize data in a way that makes sense for their business. View™ accesses more than 4 billion Internet pages – every blog, social media, conversations, advertising, emails, articles, images – even print and television ads.

Benefits

View™ uniquely proves ongoing value for marketers, and links marketing investments to success and ROI. It is a powerful, proprietary technology platform that tracks and measures all relevant data on a marketing campaign, media, influencers, and results. Customizable and flexible, View™ employs state-of-the-art data-visualization tools that scours the complete world wide web to collect the data that's most relevant to your objectives, with relevant third party data as well as your own proprietary data, to create the most comprehensive data set available.

Software

View™ includes several types of visualization engines that allow the massive amount of data behind the ecosystem of a brand to be easily interpreted by the human brain. View™ visualization engines depict the volume, velocity, value and variety of the data within your ecosystem, and incorporates more than 40 different applets or "widgets" that can be used to visualize specific types or elements of data. With such a large variety of visualization widgets, any client situation can be customized to display only the most critical insights.

Capabilities

View™ is able to measure the effectiveness of your brand or specific campaign by monitoring key mentions of your brand or topic throughout the entire web. View™ provides a mix of monitoring tools that allow you to see ranking of your websites and your competitors in real-time based on a number of factors:

- Who your prospects are, their identification and communication to influencers, outliers, and mavens
- Who, what, when, and where are your influencer networks
- Where and how to penetrate unknown ecosystems

Discover

Data-Driven Marketing Intelligence

Sleep Review fuels customer engagement by employing View™ to create and manage the marketer-specific data that forms your ecosystem. This identifies key influencers and unique market conditions that drive sales, which in turn forms the basis of a customized marketing strategy. We then bring in our Data Sciences, Creative Services, E-Media, and Account Services teams to work with the customer and formulate an accountable marketing and media strategy with benchmarks and key deliverables. By leveraging all appropriate media and marketing services to successfully execute your marketing strategy, *Sleep Review* can rely upon ongoing, real-time monitoring of your ecosystem to understand the effects of your marketing strategy, and adjust that strategy quickly and decisively as necessary.

3 Performance Improvements

1 Better marketing ROI based on channel reach. Increasing targeting to channels with a high value in communication impact.

2 Bridging gaps into new marketing. Extended insights allow for new products to existing customers, new customers, new channels and other ways of looking at markets.

3 Pinpointing subject matter experts who influence decision makers in your industry.

VIEW

DISCOVER

SOLVE

Solve

Today, *Sleep Review* and Allied 360 is built to deliver intelligent and innovative marketing solutions that drive results. As a technology-based market intelligence business, with well-established media brands, and a full service marketing agency, *Sleep Review* truly does it all. From brand strategies to content marketing, print media to live events, digital performance media to reputation management, *Sleep Review* is uniquely positioned to drive your growth.

Sleep Review has access to over 1.3 million healthcare providers throughout the U.S. *Sleep Review* includes 10 respected and relied-upon media brands and a

healthcare practitioner database of more than 400,000 industry professionals in select verticals within U.S. healthcare. Additionally, combine that with our content creation and channel agnostic distribution capabilities, and no other marketing intelligence or marketing service provider can compare. We can reach your key influencers no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

Marketing Strategies
• Brand Development
• Message creation and channel distribution
• Experiential marketing

Marketing Services
• Social media
• Web site design and development
• SEO & SEM
• Reputation management
• Online interactive media
• Trade show programs
• Event marketing and community engagement
• Experiential marketing

Direct Marketing
• Direct mail/Inserts
• Dedicated email newsletters
• List rental

Content Marketing
• Contributed and branded articles in print and online
• Sponsored research reports
• Magazines (print or digital)
• Print & Email Newsletters
• Microsites
• Webinars, Podcasts, Blogs, and Videos
• Community development around key topics

Advertising Solutions
• Print advertising in established magazines
• Digital advertising on our branded web sites
• Branded e-mail newsletters
• Editorial webinars, webcasts, and virtual events
• Buyers' Guides
• Second covers, gatefolds, belly bands, tip-ons

Sleep Review
THE JOURNAL FOR SLEEP SPECIALISTS
sleepreviewmag.com

Overview

Sleep Review serves the clinical sleep/sleep lab market, reaching out to sleep physicians, neurologists, pulmonologists, respiratory therapists involved in sleep, directors/supervisors/managers of sleep labs, sleep technicians, sleep dentists, and more. These professionals are largely responsible for diagnosing sleep disorders including obstructive sleep apnea, insomnia, narcolepsy, and restless legs syndrome, and then administering/monitoring needed treatments such as CPAP, pharmaceuticals, and oral appliances.

The Brand

Sleep Review's content offers our audience a very user friendly, pragmatic experience...helping doctors, RTs, dentists, and sleep technicians better diagnose and treat their patients while helping management run more streamlined and efficient labs/departments through better business practices. Moreover, *Sleep Review* is devoted solely to the clinical sleep market, unlike many "hybrid" respiratory/sleep media outlets. *Sleep Review's* digital roadmap is extensive and offers its advertising partners unparalleled options to help brand, drive site traffic, generate sales leads through content marketing options, garner market research, and/or educate the clinical sleep world.

Allied 360 Practice Areas

Biomedical Professionals, Healthcare Technology Management
24x7mag.com

Diagnostic Imaging, Healthcare IT Professionals & Executives
axisimagingnews.com

Clinical Diagnosticians, Lab Technicians, Specialists
clpmag.com

Audiologists, Hearing Instrument Specialists, ENTs
hearingreview.com

Practicing Orthodontists & Dental Administration
orthodonticproductsonline.com

Physical Therapy Professionals in Hospitals & Clinics
ptproductsonline.com

Plastic Surgeons, Dermatologists & Dermatologic Surgeons
plasticsurgerypractice.com

Rehabilitation Professionals & Clinical Management
rehabpub.com

Respiratory Care Practitioners, Pulmonary Physicians & Directors
rtmagazine.com

Content & Audience

Meet the Editor

Sree Roy
Chief Editor

✉ sroy@allied360.com
☎ 424.244.1610

With a decade of experience in trade publishing, Sree Roy is committed to tackling the issues, big and small, that are affecting sleep medicine professionals. She is dedicated to sharing the latest industry news via print, online, social media, and mobile outlets to captivate readers in whatever format is most convenient for them. Sree has earned numerous journalism accolades, including a Western Publishing Association Maggie Award for Best How-To Story. She is a graduate of The University of Georgia's Grady College of Journalism.

Sleep Review's Editorial Advisory Board, which includes prominent physicians and respected technologists, keeps us abreast of the latest clinical, regulatory, and business-management developments needed to thrive in today's sleep medicine market.

Audience

Sleep Review allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Sleep Review* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

Audience Breakdown

5,377	Neurologists
3,613	Sleep Technicicans
3,093	Sleep/Director/Supv/Mgr
2,463	Pulmonologists
1,286	Respiratory Care Practitioner
581	Dentist (DDS/DMD)
464	Other
238	Home Care Sleep Provider

Total Contacts

23,821	E-Media Audience
20,396	Average Monthly Print Copies
28,485	Average Monthly Online Visits
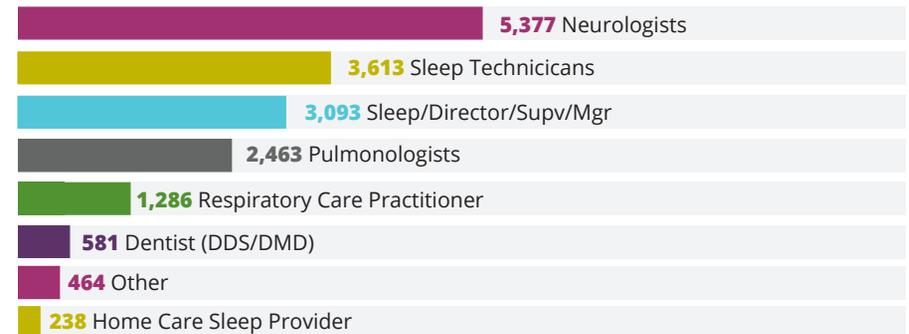
78,785
Total Gross Contacts
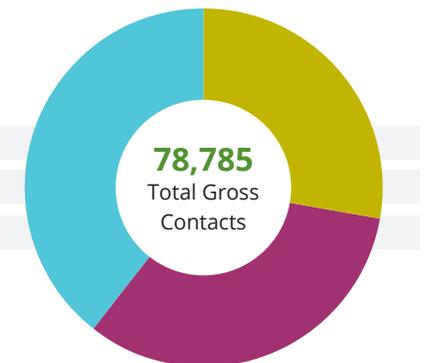
*Audience breakdown as of November 2014

Editorial Calendar

ONLINE

JANUARY
E-Newsletters
Sleep Update
Sleep Report
Top 10 for 2014
Top 10

Podcast
Drowsy Driving

FEBRUARY
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
Pediatric Sleep
 Opportunities &
 Considerations

Podcast
Sleep Lab Techs'
 Evolving Roles

MARCH
E-Newsletters
Sleep Update
Sleep Report
Top 10

APRIL
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
Insomnia Therapies,
 from CBT-I to
 Pharmaceuticals

MAY
E-Newsletters
Sleep Update
Sleep Report
Top 10

Podcast
Pediatric Sleep

JUNE
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
Sourcing Reliable
 Referrals-Strategies
 that Work

JULY/AUG
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
The Future of Sleep
 Apnea Therapy

SEPTEMBER
E-Newsletters
Sleep Update
Sleep Report
Top 10

Podcast
Insourcing vs.
 Outsourcing HST

OCTOBER
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
Your Oral Appliance
 Billing Questions
 Answered

NOVEMBER
AARC 2015

E-Newsletters
Sleep Update
Sleep Report
Top 10

DECEMBER
E-Newsletters
Sleep Update
Sleep Report
Top 10

Webcast
CAM: Complementary
 and Alternative
 Medicine for
 Sleep Disorders

PRINT

JANUARY
Feature Articles
Dental Sleep Medicine
Home Sleep Testing
Software
Insomnia

Market Trends
Actigraphy

Comparison Guide
Accreditors

FEBRUARY
Feature Articles
Buyer's Guide

Advertiser Bonus
FOCUS 2015
APSS 2015
AARC 2015

MARCH
Feature Articles
Telemedicine
Restless Legs
 Syndrome
HST, Oral Appliances,
 APAP Survey
PAP Masks

Market Trends
Implanted OSA
 Therapies

Comparison Guide
Actigraphy

APRIL
Feature Articles
APAP
Continuing Education
Drowsy Driving
Circadian Rhythms

Market Trends
PSG

Comparison Guide
Home Sleep Testing

Advertiser Bonus
FOCUS 2015

MAY
Feature Articles
Dental Sleep Medicine
Reimbursement
Non-24-Hour Disorder
Home Sleep Testing

Market Trends
Sleep Networks

Comparison Guide
Online CBT-I

Advertiser Bonus
Pre-APSS 2015

JUNE
Feature Articles
Narcolepsy
Women's Sleep
Positional OSA
Light Therapy

Market Trends
Dental Sleep
 Medicine

Comparison Guide
Software

Advertiser Bonus
APSS 2015

JULY/AUG
Feature Articles
Fatigue
Pediatric Sleep
Home Sleep Testing
OSA Comorbidities

Market Trends
Sensors

Comparison Guide
Oral Appliances

SEPTEMBER
Feature Articles
PAP Masks
REM Behavior Disorder
Salary Survey
Alternative OSA
 Therapies

Market Trends
Insomnia

Comparison Guide
PAP Devices

Advertiser Bonus
AdPlus Brand
 Awareness Study

OCTOBER
Feature Articles
Restless Legs
 Syndrome
Dental Sleep Medicine
Home Sleep Testing
PAP Accessories

Market Trends
Circadian Rhythms

Comparison Guide
Electrodes/
 Monitors/Sensors

Advertiser Bonus
13th Annual Updates
 in Sleep Medicine

NOVEMBER
Feature Articles
Narcolepsy
Transportation
Newly FDA-Approved
 Products
Sleep Center
 Marketing

Market Trends
Pediatric Sleep

Comparison Guide
PAP Masks

Advertiser Bonus
AARC 2015

DECEMBER
Feature Articles
Product Guide

Comparison Guide
Actigraphy
Airway Interfaces
Electrodes/
 Monitors/Sensors
Home Sleep Testing
Light Therapy
Oral Appliances
Oral Appliance
 Titration Devices
PAP Masks
PAP Devices
PSG
Software

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close Date:	12.4.14	1.6.15	2.3.15	2.25.15	4.1.15	4.30.15	7.9.15	8.4.15	9.1.15	10.2.15	11.4.15
Ad Materials Due:	12.8.14	1.8.15	2.5.15	2.27.15	4.3.15	5.4.15	7.13.15	8.6.15	9.3.15	10.6.15	11.6.15
Mail Date:	1.8.15	2.4.15	3.4.15	3.26.15	4.30.15	6.1.15	8.7.15	9.2.15	10.1.15	11.2.15	12.7.15

ALLIED360.COM

Rates & Specs

Print

| SPREAD | FULL PAGE | 1/2 PAGE HORIZONTAL | 1/3 VERT. | 1/4 PAGE |

PREFERRED POSITIONS

Premium:
Premium Placement $625

Color Rates:
Spot Color...$425-850

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	$10,430	$12,050	$9,780	$9,510	$9,260	$9,030	$8,800
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	$5,365	$5,175	$5,040	$4,905	$4,780	$4,665	$4,550
½ Page Horizontal	7 x 4.875	-	-	$3,985	$3,865	$3,770	$3,680	$3,585	$3,500	$3,430
⅓ Page Vertical	2.375 x 10	-	-	$3,285	$3,180	$3,110	$3,045	$2,960	$2,910	$2,845
¼ Page Vertical	3.375 x 4.875	-	-	$2,855	$2,755	$2,710	$2,660	$2,610	$2,550	$2,505

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e., ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/FbcUW3JXy9

Webinar

60 minutes | $13,000 total | promoted 4 months
30 minutes | $7,500 total | promoted 4 months
15 minutes | $4,500 total | promoted 4 months

Overview

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Work with us to create something customized for your product message, or let us host your already recorded content.

Program Features

- 60, 30 or 15 minute live, or recorded, audio plus PowerPoint presentation
- Customized registration page
- Sponsorship recognition in Webinar PowerPoint
- Marketing support campaign included
- Includes client logo and URL link
- Full report post webinar of registrants and attendees

Roles & Duties

Client
- Define the expectations
- Set times for rehearsal
- Meet approval times

Sales
- Inform client of timeline
- Set up kick off call
- Manage final approval

Specs

Timeline

	Launch			30 days			60 days
Kick Off Call							
Content Development		*three weeks*					
Content Approval			*one week*				
Layout				*two weeks*			
Final Approval					*one week*		
Marketing Plan	*two weeks*						
Material Development		*two weeks*					
Campaign Deployment				*until contract ends...*			
Site Postings & Gating						*three days*	
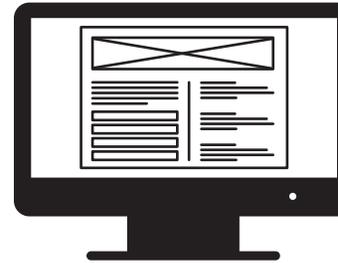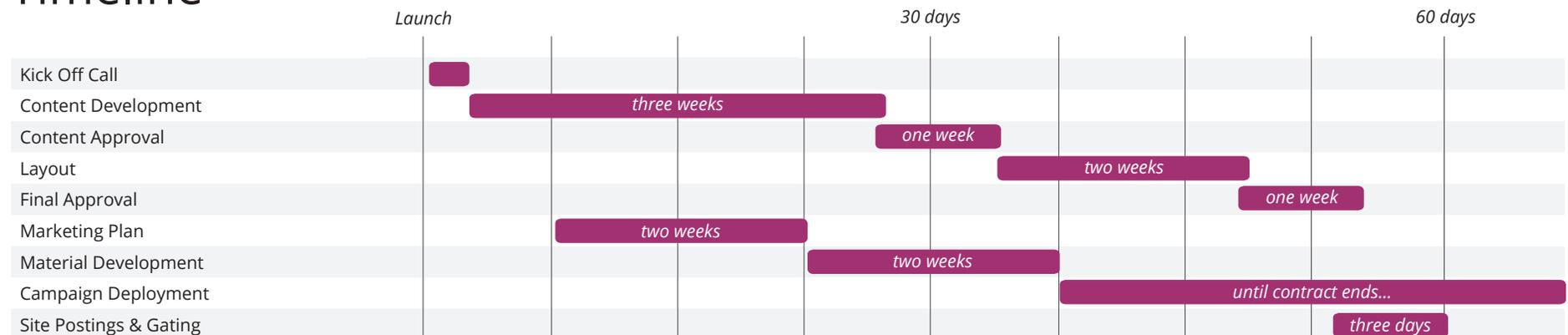
White Paper

$6,000 total | $700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Roles & Duties

Client
- Define the expectations
- Provide materials
- Meet approval times

Sales
- Inform client of timeline
- Manage final approval

Program Features

- Advertiser Logo and URL link
- Completed white paper in PDF format
- Customized registration page
- Up to three custom registration questions
- Marketing support campaign included
- Lead-retrieval options

Specs

Page Count: not required but recommend 6-10 pages
Size: 8.5 (w) x 11 (h) - high res pdf
Short Description: 200 words or less
Advertiser Logo: 300 dpi, eps, jpg

Timeline

	Launch				30 days			90 days
IO	■							
Asset Request		seven days						
Marketing Development			two days					
Website Implementation			two days					
Marketing Deployment			seven days					
Campaign Deployment				until contract ends...				

Technology Guide

**$2,000 per item | promoted for 1 year**

Overview

Our editors construct a comparison matrix of each product category and house it on our site (which recognizes the sponsoring company). When a visitor proceeds to download the comparison matrix, they are required to register their complete contact information (including name, location, email), which is then delivered to you in a custom lead generation report.

Program Features

- Product Image
- Up to three custom registration questions (optional)
- Marketing support campaign included
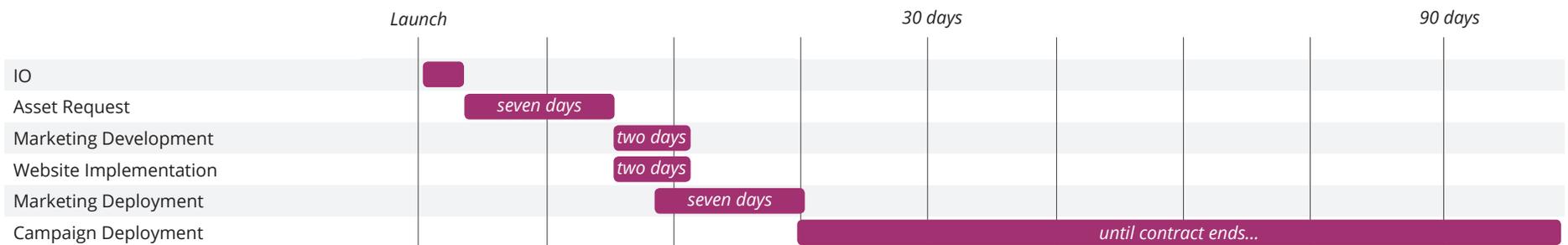
Roles & Duties

Client
- Define the expectations

Sales
- Inform client of timeline
- Manage final approval

Specs
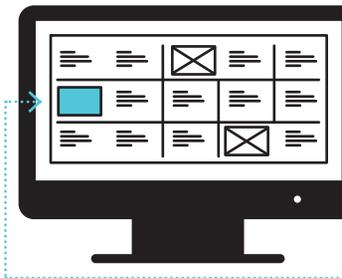
Product Image: 300 dpi, jpg, gif

Timeline

	Launch		30 days		90 days
IO					
Asset Request	seven days				
Marketing Development		two days			
Website Implementation		two days			
Marketing Deployment		seven days			
Campaign Deployment			until contract ends...		

Feature Report

$17,000 total | promoted for 6 months

Overview

Do you have a story to tell? Do you possess a technology that fills a great void in the marketplace? Let us develop that story for you! Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. Great for branding, promoting, generating leads, and providing great leave-behinds for a client's sales team or for use at trade shows. We assign an editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program.

Program Features

- Marketing support campaign included
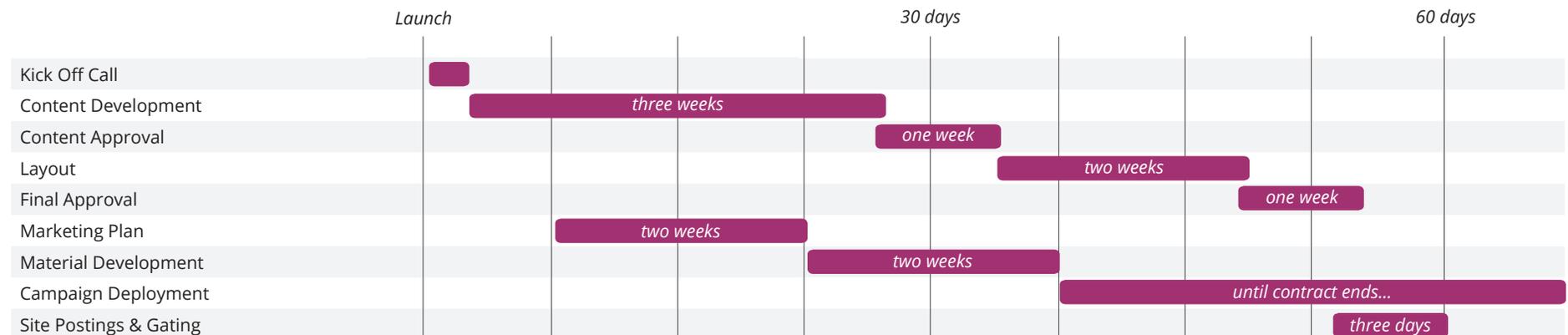
Roles & Duties

Client
- Define the expectations
- Set times for interviews & research
- Meet approval times

Sales
- Inform client of timeline
- Set up kick off call
- Manage final approval

Specs

Page Count: 8 min.
Size: 8.5 (w) x 11 (h) - high res pdf or original art
Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)
Advertiser Logo: 300 dpi, eps, jpg

Timeline

	Launch			30 days			60 days
Kick Off Call	■						
Content Development		*three weeks*					
Content Approval				*one week*			
Layout					*two weeks*		
Final Approval						*one week*	
Marketing Plan		*two weeks*					
Material Development			*two weeks*				
Campaign Deployment					*until contract ends...*		
Site Postings & Gating							*three days*

RFP Form

Allied 360˚ gives you access to big data. View™ makes sense out of all that data.

See Why Businesses Rely on View™ to Transform their Brand.

Through the revolutionary View™ Analytics Platform, Allied 360 measures and scores your business' data in motion against key metrics for your industry. By capturing successful trends, we develop repeatable, decision-driven strategies that will transform your business and brand.

Book your Live Demo of View™ today and experience big data analytics and business insights like you never thought possible.

You interactive demo will be inclusive of:

- Ecosystem Topography: 1 Topic Profile
- Connection Depth: 1st and 2nd Degree
- Active Nodes: Up to 5000

Have questions? We have answers. Let Allied 360's team guide and show you all the elements of View™ that make it one-of-a kind.

*First Name

*Last Name

*Business Email Address

*Company

*Request Demo Topic

Industry

*Country

*Phone Number

*Number of Employees

* required fields

Contact

Business & Sales

Roger Buckley
VP Media/Marketing Services
✉ rbuckley@allied360.com
📞 972.216.5104

Roy Felts
Publisher/Ad Sales
✉ rfelts@allied360.com
📞 937.550.4413
📞 310.283.2321

Editorial

Sree Roy
Chief Editor
✉ sroy@allied360.com
📞 424.244.1610

Cassandra Perez
Associate Editor
✉ cperez@allied360.com
📞 818.285.8797

Corporate Headquarters

Sleep Review
4303 W 119th St, Leawood, KS 66209
📞 913.894.6923 📠 913.894.6932
🌐 sleepreviewmag.com

Production

Eli Patterson
Creative Manager
✉ epatterson@allied360.com
📞 913.955.2728

Ashley Miller
Art Director
✉ amiller@allied360.com
📞 913.955.2715

Sarah Wall
Advertising Coordinator
✉ swall@allied360.com
📞 913.955.2714