

2023 AMPLITUDE MEDIA KIT





WHY AMPLITUDE?

Amputees are more numerous, culturally influential, and economically powerful than ever before. Amplitude is the go-to lifestyle resource for the growing limb-loss community—and you're part of their story.

By partnering with Amplitude, you reach tens of thousands of Americans who are technologically sophisticated, commercially empowered, and increasingly influential. Our readers eagerly embrace innovations in healthcare, mobility, transportation, recreation, fitness, digital tech, and more. They're committed to physical activity and mental/spiritual health, and they possess the means and motivation to travel, explore, take on challenges, and maximize their happiness.

TOPICS WE COVER

innovation	mobility
gaming	employment
prosthetics	business
automobiles	advocacy
travel	adapting
healthcare	culture
sports	transportation
fashion	cooking
technology	recreation
finance	legislation
insurance	music
education	beauty
exercise	caregiving
intimacy	workshops
science	relationships
parenting	hobbies
invention	entertainment
medication	robotics
arts	meditation
pets	adversity
support	history

AMPLITUDE IS THE #1 LIFESTYLE MEDIA PLATFORM FOR THIS DYNAMIC COMMUNITY

- Readers come to us to learn about products and services that make their lives more rewarding.
- We reached more than 650,000 readers across all platforms in 2022.
- Beyond amputees, our readers include prosthetists, technicians, caregivers, and friends and families of amputees.
- We create original, exclusive, vetted, and vital content that can't be found anywhere else.
- We're actively seeking new partners who can help our community lead powerful and positive lives.

CONTACT KATHLEEN PISHOTTA
kathleen@livingwithamplitude.com
303-255-0843 x3 Cell 352-262-9679
livingwithamplitude.com



AMPLITUDE PRINT MAGAZINE

Amplitude magazine is distributed six times per year to amputees, their caregivers, support groups, and prosthetic facilities.

TRENDS WE ARE COVERING IN 2023

- The normalization of limb difference in sports, entertainment, fashion, and media
- Breakthroughs in prosthetic technology
- Popular trends in adaptive recreation, travel, dating, and shopping
- Strategies for maintaining physical fitness and mental health
- New products and services that help amputees live their best lives

DISTRIBUTED TO
17,000
MAILBOXES

AMPUTEES
PROSTHETISTS
MANUFACTURERS
HEALTHCARE PROFESSIONALS
SUPPORT GROUPS
DISABILITY ADVOCATES
NONPROFIT ORGANIZATIONS
TRADE SHOWS
DECISION MAKERS

AMPLITUDE REACHED
MORE THAN
650,000
READERS ACROSS ALL
PLATFORMS IN 2022

DISPLAY RATES - PREMIUM PLACEMENT	1x	3x	6x
Full page - opposite TOC			\$3850
Full page - opposite Editor's Letter			\$3850
2-page spread - center location	\$5650	\$5400	\$5100
Inside front cover/inside back cover			\$4500
Back cover			\$4950
Sponsored Story (Add \$500 for placement on website issue page for 2 months)	\$2800		

DISPLAY RATES - STANDARD PLACEMENT	1x	3x	6x
Full page	\$3650	\$3450	\$3200
2-page spread	\$5450	\$5200	\$4900
1/2 page horizontal/vertical	\$2800	\$2675	\$2450

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GENERATED

600,000

PAGEVIEWS IN 2022

RECEIVED

125,000

GOOGLE HITS IN 2022



amplitude this week

DISTRIBUTED TO

15,000

INBOXES EVERY WEEK

AMPLITUDE DIGITAL

Amplitude reaches your target audience through our weekly e-newsletter, website, and social media channels.

AMPLITUDE THIS WEEK ADVERTISING RATES	PER MONTH
Top leaderboard, 4 issues, 728 x 90	\$1150
Rotating leaderboard, 4 issues, 728 x 90	\$950
Sponsored Story + url link (single week placement)	\$1200
Sponsored Story (single week placement) + website homepage placement (full month placement)	\$2250

LIVINGWITHAMPLITUDE.COM ADVERTISING RATES	PER MONTH
Top Leaderboard, 728 x 90	\$850
Leaderboard, 728 x 90	\$725
Expanded rectangle, 300 x 600	\$950
Medium rectangle, 300 x 250	\$725
Sponsored Story, homepage placement	\$1500

DIGITAL SUBMISSIONS

File Requirements: Static .jpg and animated .gif accepted. Max of 4 loops for animated GIFs

Colors: Non-transparent, RGB.

Resolution: 72 dpi

File size max limit: 200 kb

Banners: Banners with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content. Link URLs must be provided with final art submission.

Sponsored Story for Amplitude This Week: Provide 1200 pixel wide x 700 pixel tall, 150 dpi image, headline (10-word maximum), and story text (600 word maximum).

Sponsored Story for livingwithamplitude.com: Provide 600 pixel wide x 600 pixel tall, 72 dpi image, headline (8-word maximum), and story text (600 word maximum)

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PRINT MAGAZINE COVER IMPACTS

BELLY BAND

Wraps around the entire magazine. Guaranteed to be seen.

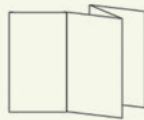
COVER WRAP

Wraps around the front and back covers of the magazine at the spine. Great for delivering information with a sense of importance.

GATEFOLD COVERS

Traditional Gate

This 4-page cover opens to the left and expands to the left, with the potential to highlight two dynamic spreads.



French Gate

A 2-piece cover that opens at the center to reveal your ad. Entices the reader to open and view your message.



Z Fold

Cover opens and expands to the left to reveal three ad pages, including one spread.



Barrel Fold

Eight pages that fold out in a barrel motion. An effective way to maximize your message and build suspense.



AMPLITUDE IMPACT OPTIONS

Make a lasting impression in one of these unique ways.
Prices start at \$500.

PRINT MAGAZINE INSIDE IMPACTS

TIP-ON INSERT/POSTER

A full-size poster or insert that can be tipped in or polybagged. Use for promoting new products, reference, calendar, and event promotions.

SPONSORED STORY (PRINT)

Designed to mimic editorial content, a Sponsored Story in our print magazine invites readers to explore a company or product in greater depth. For a small fee, a print issue Sponsored Story includes placement on our website issue page.

DIGITAL IMPACTS

SPONSORED STORY (livingwithamplitude.com)

Designed to mimic editorial content, a Sponsored Story on our homepage invites readers to explore a company or product in greater depth.

SPONSORED STORY (Amplitude This Week)

Designed to mimic editorial content, a Sponsored Story in our weekly e-newsletter links to a landing page on our website.

MOBILE ADHESION BANNER

A high-impact banner that remains static, in front of the reader, while editorial content scrolls. Only one slot available per month.

AUDIENCE EXTENSION

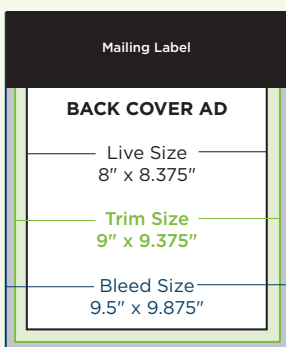
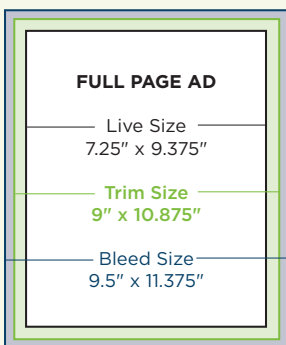
Capture your audience wherever they are and reach more people across the internet.

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PRINT SPECIFICATIONS

AD SIZE	LIVE SIZE	TRIM SIZE	BLEED SIZE
Full page	7.25" x 9.375"	9" x 10.875"	9.5" x 11.375"
2-page spread	16.5" x 9.375"	18" x 10.875"	18.5" x 11.375"
1/2 page horizontal		7.25" x 4.25"	
1/2 page vertical		3.375" x 9.375"	



Text and vital images (such as logos) **must** reside in the live area. Make sure all art is CMYK and that all imagery is 300 dpi. Please supply ads as print-ready PDFs and email to kathleen@livingwithamplitude.com or upload to spaces.hightail.com/uplink/EDGE-AMP

AMPLITUDE TECHNICAL SPECIFICATIONS

PRINT SUBMISSIONS

File Requirements: Amplitude is produced in Adobe InDesign. Ad files should be submitted as CMYK, press-resolution PDF files. If you include crop marks on your ad, please place these in the slug area, not in the bleed space. Please check your PDF files carefully before submitting. All ads will be printed as received.

Specifications: Amplitude is printed on 70# matte text, direct-to-plate on a web press with 150-line screen in 4-color. The trim size is 9 x 10.875". Bleeds of .25" are required. Keep text inside live area (inside trim by a minimum of .25" on all sides).

Effective Rate Date: January 2023 for all advertisements.

Frequency: 6 times per year in 2023.

Commissions and Discounts: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, calendar ads, and inserts are non-commissionable. Contracts **MUST** be signed to receive any discounts.

Payment Requirements: 30 days net from invoice date; 1.5 percent interest per month on past-due accounts. **ADVERTISER IS RESPONSIBLE FOR ANY DELINQUENT PAYMENTS BY RECOGNIZED AGENCIES.**

Extensions: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for the space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

Cancellations: All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

Positions and Changes: Amplitude will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

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