

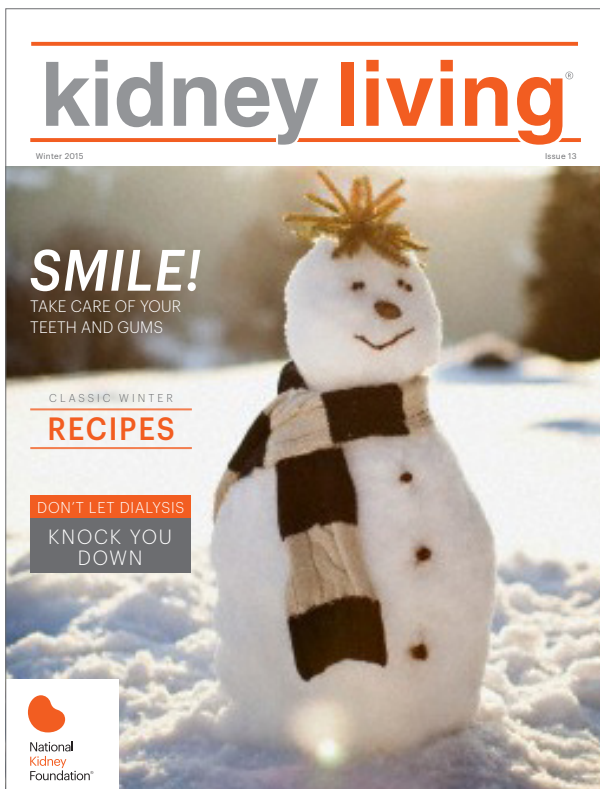


National  
Kidney  
Foundation®

# kidney living® RATE CARD

*Kidney Living* is National Kidney Foundation's quarterly lifestyle magazine for people on dialysis. Mailed directly to more than 60,000+\* dialysis patients and caregivers, this 16-page, full-color, glossy magazine, helps patients become an active, empowered member of their healthcare team. Written by an editorial board of patients on all modalities and dialysis health care professionals, each issue will always include:

- **Ask Your Healthcare Team:** questions from our readers
- **Kidney Kitchen:** tips, tricks and healthy, dialysis-friendly recipes
- **Kidney Living Voices:** patients get to sound off and share their experiences living on dialysis



CONTACT: **Stephanie Cogan**

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## Print Advertising Opportunities

Publication trim size= 8.5" x 11." All sizes below include a .125" bleed.

Layout	Dimensions	Details	Cost (multiple ad discounts available)
Back Cover	8.75 x 8.75	Exclusive based on availability, will also include an article written by NKF on a related topic	\$50,000
Inside Front or Inside Back Cover	8.75 x 11.25	Premium placement, limited to one an issue	\$40,000
Full Page	8.75 x 11.25	Ad will appear within the magazine	\$20,000
Half Page	8.75 x 3.625	Ad will appear within the magazine	\$15,000
Quarter Page	4.375 x 2.875	Ad will appear within the magazine	\$10,000
BRC		Include a business reply card in an issue	\$15,000

Publication Schedule	Deadline for Content	Deadline for Artwork
Winter (January)	October 1	December 1
Spring (April)	January 1	March 1
Summer (July)	April 1	June 1
Fall (October)	July 1	September 1

## Additional Sponsorship Opportunities

### Kidney Living Voices, \$10,000

Readers tell us what they think and have their voices heard. Selected responses are published in *Kidney Living*. You have the opportunity to choose a question which NKF will pose to the *Kidney Living* readers. You'll be able to receive feedback directly from the patients. Sponsorship will be acknowledged as a sponsored question and include corporate logo recognition.

### "Ask Your Healthcare Team", \$10,000

Sponsor can pose a featured question likely to be asked by a dialysis patient. *Kidney Living's* editorial board and medical writers will answer the question for all patients to read. Sponsorship will be acknowledged as a sponsored question and include corporate logo recognition.

### Web Page Ad, \$7,500

Past issues of *Kidney Living* are archived on our website, along with other materials relevant to *Kidney Living*. Your ad will be placed on the *Kidney Living* web page for a 3 month period (the length of one issue).

### Sponsored Article Topic, \$10,000

Sponsor can choose the topic of an article, which will be written by NKF's *Kidney Living* editorial board, medical writers, and patients as appropriate. Sponsorship will be acknowledged as a sponsored question and include corporate logo recognition.

### Advertorial, \$12,500

Design one page of content to be included in the body of *Kidney Living*. Content and design are solely up to the advertiser. Copy at the top of the page will include "Content is advertising, and does not reflect the views of NKF"

## Ad Requirements

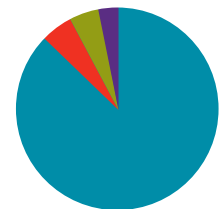
Ads should be submitted in PDF format. However, the quality of your ad will depend on how the PDF is saved. It is important to save your digital ads correctly. Ads should be submitted per the following specs:

- CMYK full color
- PDF/X-1A preferred
- Adobe Acrobat (PDF) 4.0 or higher
- Saved at Press Quality (300ppi)
- All fonts must be embedded
- Registration/crop marks: ON

Documents not accepted in native application, i.e., no InDesign, etc.

## Readership Breakdown

- Patients
- Caregivers/Family
- Healthcare Professionals
- Other



\*Circulation: 60,000+ (as of March, 2017)

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