

"Your magazine helps me know I'm not alone in the world."  
—Teen with hearing loss

**Media  
Guide  
2018**

# Hearing Our Way™

The magazine for kids and teens  
with hearing loss

## Our Readers

Kids and teens with hearing loss who use hearing aids and cochlear implants, and parents/professionals who support them.

## Our Content

Articles, contests, and special features that promote language, literacy, and self-advocacy skills designed by young people with hearing loss, parents, and teachers of the deaf.

## Our Community

Over 10,000 readers from 35+ countries who interact through the **HOW** website, social media, and in-person events.

## Our Distribution

Quarterly international distribution to households, schools, offices, and organizations related to hearing loss.



## 2018 Editorial Calendar

## Seasonal Examples

### Spring

- ⊗ Outdoor & Garden
- ⊗ Sports & Athletics
- ⊗ Get Active

### Summer

- ⊗ Camp
- ⊗ Water & Swimming
- ⊗ Vacation

### Fall

- ⊗ Back to School
- ⊗ Halloween
- ⊗ Get Organized

### Winter

- ⊗ Snow & Winter Activity
- ⊗ Holiday/Gift Guide
- ⊗ Get Creative

**Contact Hearing Our Way™**

P0 Box 13, Greenlawn, New York 11740 ⊗ [HearingOurWay.com](http://HearingOurWay.com) ⊗ [info@hearingourway.com](mailto:info@hearingourway.com) ⊗ 516-242-1466





# HOW we work for you:

## The Hearing Our Way Market and Readership

**45%** of readers report purchasing a new product after seeing it in *Hearing Our Way*.

**69%** of readers report that their children feel more connected to others with hearing loss since reading *Hearing Our Way*.

**58%** of readers feel more comfortable with their own hearing loss and devices after reading *Hearing Our Way*.

**51%** of readers exhibit an increase in self-advocacy skills after reading *Hearing Our Way*.

“This is a fantastic magazine that all kids [with hearing loss] of any kind should have in their home!”

—Teacher

“Its quality and design, and most of all, its message, all exceeded my expectations. I have never been prouder of a contribution I’ve made.”

—Sponsor

“Great to see other kids spotlighted. My daughter can see herself in this magazine. Very positive and upbeat. Well designed.”

—Parent

“I wish I had this magazine when I was a kid.”

—Adult with hearing loss

### OUR READERS

**74%** **26%**

Families

Professionals

**54%** Kids 10 and under  
**46%** Teens 11 and older

**56%** **45%** **12%**

Hearing Aid Users

Cochlear Implant Users

Bone Anchored Device Users

Over 175 organizations receive subscriptions



Contact *Hearing Our Way*™

P0 Box 13, Greenlawn, New York 11740 ☉ [HearingOurWay.com](http://HearingOurWay.com) ☉ [info@hearingourway.com](mailto:info@hearingourway.com) ☉ 516-242-1466

# Hearing Our Way™

The magazine for kids and teens with hearing loss

## Advertising Specs

### Ad Sizes and Pricing

Prices shown are based on open rates and are per issue. All ads are priced at full color. No additional cost.

### Digital Marketing

Promotions on [HearingOurWay.com](http://HearingOurWay.com) and social media are an excellent complement to a print campaign. Contact us for more information about digital promotion.

### Print-ready Ads

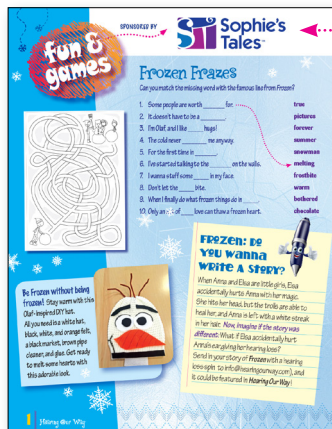
*Hearing Our Way* magazine is produced using Adobe InDesign, the standard for professional four-color print production.

- **PDF is preferred: 300 dpi, CMYK with all fonts and images embedded.**
- **DO NOT SEND** Microsoft Publisher, Word, Excel or PowerPoint files!

### Design Fee

\$80 fee is automatically applied to any artwork that is not submitted as a correctly sized, 300 dpi, PDF with all fonts embedded.

## Be a Special Sponsor!

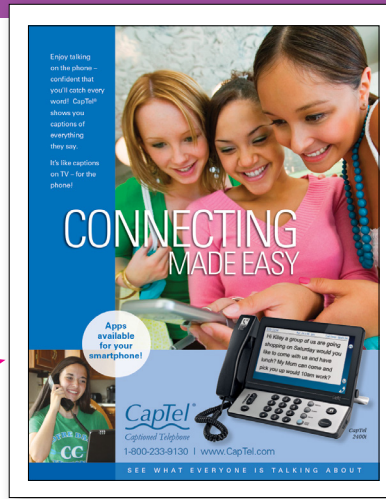


### Sponsor logo at the top of the page

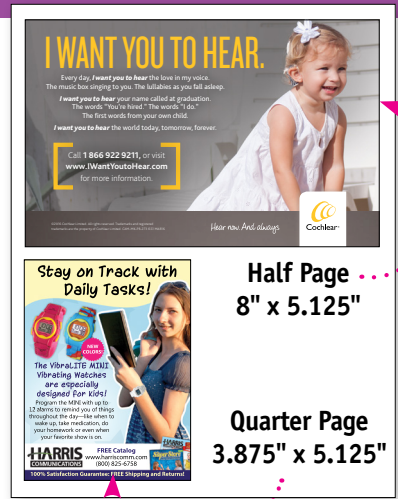
Do you have a favorite section of *Hearing Our Way*? Sponsor a special section for prime placement and high readership.

**Per Issue Rate: \$300/per issue**

**Full-year (4 issues) Rate: \$250/per issue**



**Full Page 8"x10.5"**



**Half Page 8" x 5.125"**

**Quarter Page 3.875" x 5.125"**

## Ad Rates (per issue)

|              | 1X     | 4X     |
|--------------|--------|--------|
| Full page    | \$2000 | \$1700 |
| Half Page    | \$1000 | \$850  |
| Quarter Page | \$600  | \$500  |

## Additional Sponsorship Opportunities

|                                |                        |
|--------------------------------|------------------------|
| Workshop Sponsor               | <b>\$1000/workshop</b> |
| Advertorial Column (full page) | <b>\$2500/issue</b>    |
| <b>ur Hearoes</b>              | <b>\$10,000/year</b>   |

Call for special recognition or other sponsorship opportunities.

## Deadlines

Hi-res PDFs are due on the following deadlines:

| Issue       | Deadline        |
|-------------|-----------------|
| Spring 2018 | January 1, 2018 |
| Summer 2018 | April 1, 2018   |
| Fall 2018   | July 1, 2018    |
| Winter 2018 | October 1, 2018 |

# Contact Hearing Our Way™

P.O. Box 13, Greenlawn, New York 11740    [HearingOurWay.com](http://HearingOurWay.com)    [info@hearingourway.com](mailto:info@hearingourway.com)    516-242-1466





# Design Tips

## Get to Know our **HOW** Readers

1

Keep your ads **simple** and **uncluttered**. Use white space.

2

Use **vibrant color** and bold, modern graphics.

3

Incorporate **social media** campaigns, Twitter handles, and hashtags to encourage readers to connect and interact.

4

Feature **images of kids and teens** that our readers can relate to. **Think culturally diverse**, school-age, with visible hearing devices.

5

**Avoid text-heavy content.** Reach out to us with questions about how to write text that targets an appropriate reading level. We are happy to help!

### Meet Stephanie!

#### My Dream Career:

I want to be a teacher for children with hearing loss.



#### HOW I Hear:

When I first started wearing hearing aids, I used to throw them off because I didn't like the attention I was getting from other kids. Then, I realized how much I was missing out on. I decided to put my hearing aids back on and enjoyed my life more.

#### I would tell young Stephanie...

Confidence comes from yourself, not from comparing yourself to others. Do the best you can with what you have - that's where you'll find your confidence.

#### Tips & Tricks:

- Don't assume anything. Ask your classmates and teachers questions if you're confused.
- When you go out with friends, pick a place that isn't noisy or dark so you don't miss out on conversation.

#### My Advice:

Don't let anyone tell you you can't do something because of your hearing loss. Prove negative people wrong and **shine on!**

#### Stay Organized with Steph!

Keep a planner so you can organize important dates and deadlines, from your next math test to dinner with friends.

Interested in learning more about Stephanie's graduate program in deaf education?

Visit [pacs.wustl.edu](http://pacs.wustl.edu)



### I want you to hear your friend asking to come play.

Kanso® is a new way of hearing with a Cochlear Implant. It's an off-the-ear sound processor designed to be comfortable and easy to use while providing your child's best hearing experience.

Call 1 866 922 9211, or visit [IWantYouToHear.com](http://IWantYouToHear.com) for more information.

©Cochlear Limited 2017. All rights reserved. Hear now. And always. and other trademarks and registered trademarks are the property of Cochlear Limited. CMM-966-96-313 1521 MAR17

Hear now. And always



### CONNECTING MADE EASY

Enjoy talking on the phone - confident that you'll catch every word! CapTel® shows you captions of everything they say.

It's like captions on TV - for the phone!

APPS AVAILABLE FOR YOUR SMARTPHONE



CapTel®  
Captioned Telephone

1-800-233-9130 | [www.CapTel.com](http://www.CapTel.com)

CapTel® is a registered trademark of Ustream, Inc. Bluetooth® is a trademark of Bluetooth SIG, Inc.



**We offer design and consultative services. Check out our work!**

## Contact Hearing Our Way™

P.O. Box 13, Greenlawn, New York 11740 ☎ [HearingOurWay.com](http://HearingOurWay.com) ☎ [info@hearingourway.com](mailto:info@hearingourway.com) ☎ 516-242-1466



## Advertising Policies

1. Sophie's Tales, LLC (Hearing Our Way) reserves the right to reject any advertisement for any reason, at any time prior to publication. Hearing Our Way also reserves the right to print 'Paid Advertisement' on any ad that closely resembles editorial material.
2. Page position can be purchased for a premium rate. Without payment of the premium, placement cannot be guaranteed.
3. Hearing Our Way will not knowingly accept any advertisement that violates any federal, state or local laws or encourages discrimination against any individual group on the basis of race, sex, sexual orientation, color, creed, religion, national origin or disability.

## Terms & Conditions

1. **Payment Terms:** Pre-payment is due by the deadline of the first ad insertion. Invoices for current charges will be sent at the end of each calendar month. Accounts more than thirty days overdue are considered delinquent and may be canceled at the discretion of the advertising manager. If collection services are warranted due to non-payment, a recovery fee of \$295 will be assessed and added to the advertiser's final bill. Overdue accounts will be referred to an attorney. Expenses incurred by Hearing Our Way during the collections process are the responsibility of the debtor.
2. **Design:** All artwork that is not submitted as a correctly sized, 300 dpi, PDF with all fonts embedded will be subject to a \$80 design fee.
3. **Rates:** Hearing Our Way reserves the right to change its advertising rates and policies set forth on this rate card at any time with 30 days notice to advertisers. In this event, an advertiser may amend or cancel his/her contract or space reservation order on the date the rate change or policy change takes effect.
4. **Defend and Indemnify:** The advertiser agrees to defend and indemnify Hearing Our Way against any liability arising from claims of libel, unfair competition, patents, violation of rights of privacy and infringement of copyrights and proprietary rights resulting from publication of an advertisement.
5. **Cancellations:** All cancellations must be received in writing prior to the regular advertising insertion deadlines. Ads canceled after deadline will be billed at full value.

## Insertion Order/Invoice

No. of Issues: \_\_\_\_\_  
Selected Issues: ☐ Spring ☐ Summer ☐ Fall ☐ Winter  
Ad Size: \_\_\_\_\_  
Cost: \_\_\_\_\_  
Discount: \_\_\_\_\_  
Total Cost: \_\_\_\_\_

Advertiser: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

Format: high-resolution PDF file. Email your ad to:  
[info@hearingourway.com](mailto:info@hearingourway.com).

### Pre-Payment Required

☐ Check # \_\_\_\_\_ Checks must be made out to  
**Sophie's Tales LLC** and **received** by the deadline.  
Please send checks to address listed below.

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Card Number: \_\_\_\_\_  
Exp Date: \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Cardholder's Name: \_\_\_\_\_  
Billing Zip Code: \_\_\_\_\_

### Customer Authorization/Signature

I (on behalf of the above named company) agree to pre-pay for all advertising placed under this order by the publication deadline. I certify that I am authorized to place this order and have read and agree to the terms and conditions found in this form. Delinquent accounts will be given final notice from Hearing Our Way. Failure to provide full payment will result in referral of the matter to our attorney for collection proceedings which will include recovery of the entire amount on the signed proposal as well as all court costs and legal fees.

Signature \_\_\_\_\_  
Date: \_\_\_\_\_

Please complete this form and email to: [info@hearingourway.com](mailto:info@hearingourway.com)

## Contact Hearing Our Way™

P0 Box 13, Greenlawn, New York 11740    ☎ [HearingOurWay.com](http://HearingOurWay.com)    ☎ [info@hearingourway.com](mailto:info@hearingourway.com)    ☎ 516-242-1466