

Hearing Our Way™

The magazine for kids and teens with hearing loss

Media
Guide
2017

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.



2017 Editorial Calendar

Spring	Summer	Fall	Winter
<ul style="list-style-type: none"> Outdoor & Garden Sports & Athletics Get Active 	<ul style="list-style-type: none"> Camp Water & Swimming Vacation 	<ul style="list-style-type: none"> Back to School Halloween Get Organized 	<ul style="list-style-type: none"> Snow & Winter Activity Holiday/Gift Guide Get Creative

Contact Hearing Our Way™

8820 Ladue Road, St. Louis, MO 63124 HearingOurWay.com info@hearingourway.com 314-325-4635





HOW we work for you:

The Hearing Our Way Market and Readership

**OVER
10,000 TOTAL
Distribution**

95% United States
50 States
35+ Countries Internationally

"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

"In a short time we've seen immediate and consistent growth in sales after each issue."
—Advertiser

OUR READERS

66% Families
34% Professionals

58% Kids 10 and under
42% Teens 11 and older

"I know our students feel less isolated when they see this publication."
—Kim P., Teacher of the Deaf, Texas

"I wish I had this magazine when I was a kid."
—Abby B., Adult with Bilateral Cochlear Implants, Utah

43% Hearing Aid Users
41% Cochlear Implant Users
12% Bone Anchored Device Users

"Your magazine helps me know I'm not alone in the world."
—Dylan T., 15-year-old with hearing loss, Minnesota

**Over 150 organizations
receive subscriptions**

25%

Cochlear Implant Centers,
Audiology Offices, and Clinics

75%

Schools for the Deaf
and School Districts



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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 and social media are an excellent complement to a print campaign. Contact us for more information about digital promotion.

Print-ready Ads

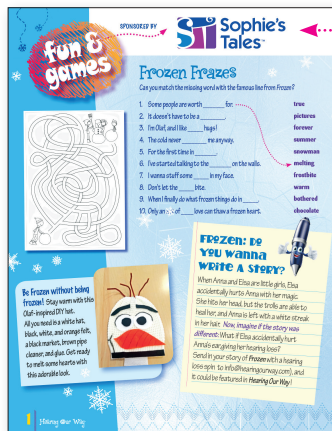
Hearing Our Way magazine is produced using Adobe InDesign, the standard for professional four-color print production.

- **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 Fun & Games Special Sponsor!



Sponsor logo at the top of the page

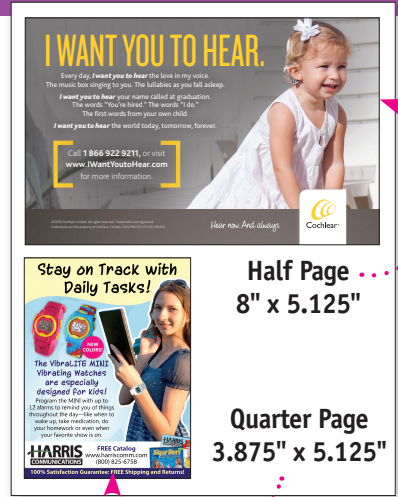
For many kids, the *Fun & Games* section is an immediate go-to in the magazine. Your business can sponsor the section, giving your ad prime placement and high readership.

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	\$1000/workshop
Advertorial Column (full page)	\$2500/issue
ur Hearoes	\$10,000/year

Call for special recognition or other sponsorship opportunities.

Deadlines

Hi-res PDFs are due on the following deadlines:

Issue	Deadline
Spring 2017	January 1, 2017
Summer 2017	April 1, 2017
Fall 2017	July 1, 2017
Winter 2017	October 1, 2017

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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:

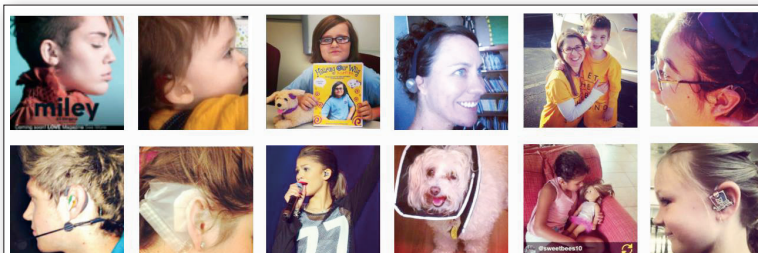
Don't let anyone tell you you can't do something because of your hearing loss. Prove negative people wrong and **shine on!**

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



WANT TO CELEBRATE BETTER HEARING AND SPEECH MONTH? JUST SHOW US HOW YOU HEAR!

HELP RAISE AWARENESS about BHS, hearing loss, and hearing devices by showing off your hearing aids, cochlear implants, BAHAs, iPods, Bluetooth devices, and more! Ask family and friends to participate, too. After all, hearing loss is a part of us, but it doesn't define us... that's just the way we hear! So take a pic, post it and tag #HearingOurWay. Let's celebrate all of the totally awesome ways we hear and the technology that gives us access to the sounds we love!

Hearing Our Way



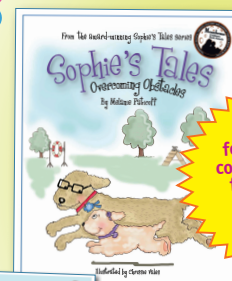
HearingOurWay.com



We offer design and consultative services.

Check out our work!

A GREAT WAY TO CELEBRATE BETTER HEARING AND SPEECH MONTH THIS MAY!



GREAT GIFTS for holidays, birthdays, cochlear implant surgery, friends, students, and younger siblings! ORDER TODAY



The Award Winning Series about Hearing Loss and Cochlear Implants. Let Sophie help you share your hearing loss and cochlear implant story! AVAILABLE AT: SophiesTales.com



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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
Size: _____
Cost: _____
Discount: _____
Total Cost: _____

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

Email camera ready art (format: high-resolution PDF file) to
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 scan and email this form to: info@hearingourway.com

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