

Press & Media Kit

# HEARING @ OUR WAY™

HearingOurWay.com

## HEARING @ OUR WAY

The magazine for kids and teens with hearing loss

OVERCOMING  
OBSTACLES

ALANA



SPRINGING INTO SPRING 2024



# HEARING @ OUR WAY™

The magazine for kids and teens with hearing loss



Quarterly educational publication for children with hearing loss, their families, and the professionals who support them



Fun, engaging, and inspiring content for kids of all ages

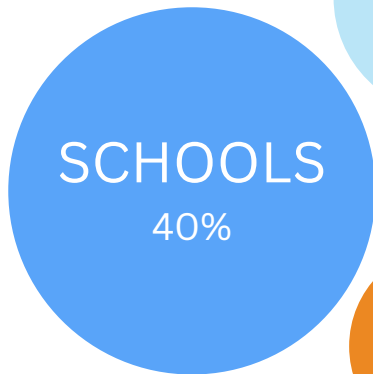


Listening, language, and self-advocacy strategies in every issue



“ I truly love this resource. It has been something I’ve used in my classroom weekly for YEARS now! -Lauren, Teacher of the Deaf ”

## DISTRIBUTION



## CIRCULATION

15k



## IMPRESSIONS

5.5k



## REACH

5.8k



“ We are HUGE *Hearing Our Way* fans! Our waiting room is filled with magazines! -Sammie Levy, Audiologist, Weill Cornell Cochlear Implant Program ”



# HEARING @UR WAY™ is HEAR for you!

We can help you reach your target audience.

- Raise Brand Awareness
- Capture Niche Audience
- Promote Special Campaigns



- Sponsor Content
- Feature Customers
- Include QR Codes

COME VIBE WITH US

a.gbell

## HEAR, SPEAK, AND FEEL THE VIBE!

ALI FOUND HER VIBE ON THE VOICE

Learn about AG Bell's "Come VIBE With Us" campaign and find your vibe at [agbell.org/vibe](http://agbell.org/vibe)

Sophie's Tales  
Learning To Listen

Sophie's Tales  
Celebrating Holidays

BRING SOPHIE HOME FOR THE HOLIDAYS

- Highlight Products
- Run Contests
- Connect on Social Media
- Offer Coupons & Discounts

The Award Winning Series about Hearing Loss and Cochlear Implants

The perfect gift for holidays, birthdays, cochlear implant surgery, friends, students, and younger siblings!

ORDER NOW: [SophiesTales.com](http://SophiesTales.com)

For free shipping, use code: [hearingourway](#)

# Rate Sheet



**Quarter Page**



**Full Page**



**Half Page**

**QUARTER PAGE**

**\$1000**

per issue

**HALF PAGE**

**\$1800**

per issue

**FULL PAGE**

**\$2500**

per issue

**%** Discount pricing available with annual commitment (4x/year)

## Calendar & Deadlines

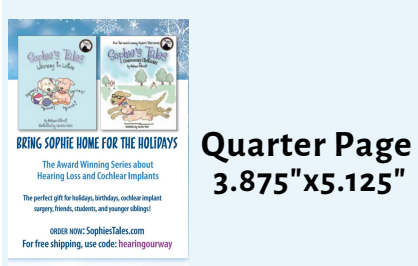
| Issue             | Spring | Summer | Fall | Winter |
|-------------------|--------|--------|------|--------|
| Art & Payment Due | 1/1    | 4/1    | 7/1  | 10/1   |
| Delivers by       | 3/1    | 6/1    | 9/1  | 12/1   |

Sponsored *Hearing Our Way*-written advertorial content available case-by-case at custom pricing.



Ask about adding a social media sponsorship to any package!

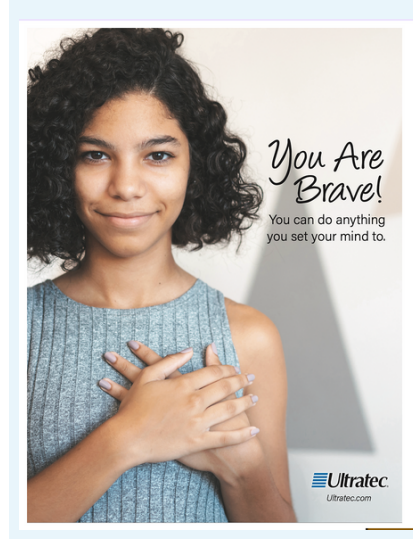
# Spec Sheet & Ad Policies



**Quarter Page**  
**3.875"x5.125"**



**Half Page**  
**8"x5.125"**



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

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### 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

### 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. 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 \$495 will be assessed and added to the advertiser's final bill. 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 design fee.
3. Rates: Prices shown are based on open rates and are per issue. All ads are priced at full color. No additional cost. 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.
6. Pre-Pay: Pre-payment by publication deadline is required for all advertisers. By booking your ad placement, you certify that you are authorized to place an order and have read and agree to the terms and conditions found on this page. 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 of the agreed upon booking as well as court costs and legal fees.

Contact Melanie at [Info@HearingOurWay.com](mailto:Info@HearingOurWay.com) to reserve your sponsorship package.