**DEMOGRAPHICS**

*Biofeedback* is an official peer-reviewed journal published by the Association for Applied Psychophysiology and Biofeedback which was established in 1969.

AAPB’s membership includes psychologists, psychiatrists, dentists, social workers, nurses, occupational and rehabilitation therapists. These health professionals use biofeedback as treatment for many diagnosed disorders including but not limited to anxiety, incontinence, pelvic disorders, migraine and tension headaches, ADHD and ADD and more. Educators use biofeedback techniques to help students and athletes achieve optimum performance.

**MARKET COVERAGE**

*Biofeedback* is a valuable resource for any health and education professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback.

**EDITOR-IN-CHIEF LESLIE SHIVERS, CAE**

**CIRCULATION / 700**

**SPECIALTY**

- Chiropractic 0.4%
- Counseling 13.2%
- Education 3.9%
- Medicine 5.8%
- Nursing 5.4%
- Occupational Therapy 1.2%
- Physical Therapy 1.9%
- Psychology 61.1%
- Social Work 6.6%
- Speech Pathology 0.4%

- Group 12%
- Hospital 10%
- Private/Independent 78%
ISSUANCE / QUARTERLY

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<th>MATERIAL DUE</th>
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2021 ADVERTISING RATES / PER INSERTION

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DISPLAY AD SIZE
DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.
Trim Size: 8.5 × 11"
Biofeedback trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges.

COVER / PREFERRED POSITION RATE

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<td>Inside Back Cover (C3)</td>
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<tr>
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<tr>
<td>Opposite TOC</td>
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</table>
DIGITAL MEDIA

EMAIL NEWSLETTER

Reach this highly targeted audience of biofeedback professionals with a digital ad presence.

VENDOR EXCLUSIVE EMAIL MESSAGES

Your custom-designed content is delivered to all AAPB Members and Subscribers. One available per month. Contact Kevin Hall for specifications, pricing, and availability.

ONLINE RATES PER MONTH

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For More Information Contact -
Kevin Hall / Advertising Sales Executive
khall@allenpress.com / (785) 856 - 9143
DIGITAL MEDIA

AAPB-BIOFEEDBACK.COM

2,350 MONTHLY PAGE VIEWS
1,620 MONTHLY SESSIONS
1,350 MONTHLY USERS

ONLINE RATES PER MONTH

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</tbody>
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* Leaderboard available space permitting

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Digital Media

Leaderboard

or

Top Banner

Top Banner

Biofeedback

Vol. 45 Issue 1
(Spring 2017)

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The Association for Applied Psychophysiology and Biofeedback (AAPB) was founded in 1963 as the Biofeedback Research Society. The goals of the association are to promote a new understanding of biofeedback and advance the methods used in this practice. AAPB is a non-profit organization as defined in Section 501(c)(3) of the Internal Revenue Service Code.

AAPB’s mission is to advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice.

The Association is hard at work meeting these objectives:

- Encouragement of scientific research and expansion of clinical and educational applications of biofeedback and applied psychophysiology.
VENDOR EXCLUSIVE EMAIL MESSAGES

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RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF’s should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

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