

LET'S GET MOVING

# 2021 Media Kit





# LET'S GET MOVING

National Seating & Mobility is creating a 32-page consumer-focused publication, **Let's Get Moving**, that celebrates and informs the independence of those who have mobility needs.

### **Celebrating** *Mobility Independence*

NSM will publish two issues in 2021 offering select vendors the opportunity to reach consumers who rely on mobility solutions to navigate life.

Let's Get Moving will be available in both printed and digital formats for distribution to clients, caregivers, healthcare providers, NSM employees, payers and other key partners including worker's compensation and home health organizations.

## The Content

Let's Get Moving will be written to elevate the important issues, solutions and topics that impact and empower those who have mobility needs.

Content will focus on stories that showcase the accomplishments and lives of NSM clients. The magazine will also delve into industry trends, legislative issues and thought leadership editorials focused on client advocacy needs/solutions.

## The Objective

Let's Get Moving is meant to drive industry innovation and reinforce client trust and loyalty through shared ideas or stories that inspire and lead the industry forward.

Through the magazine, NSM will amplify topics and issues and offer solutions and ideas to the daily challenges of individuals who have physical disabilities or health conditions limiting their mobility.

It will provide a platform for influencers representing individuals with mobility challenges who have a unique point of view.





## The Audience

### PRIMARY AUDIENCE

NSM Clients  
Caregivers  
Clinical/Healthcare Providers

### SECONDARY AUDIENCE

Industry Peers  
NSM Employees

*\*Total distribution is an estimate that takes into account physical and digital distribution across owned channels. It is likely to increase once first issue is published.*



**250,000+**  
**Total Reach\***

## The Reach & Distribution

NSM will distribute a combination of hard copies and digital versions of each issue of Let's Get Moving.

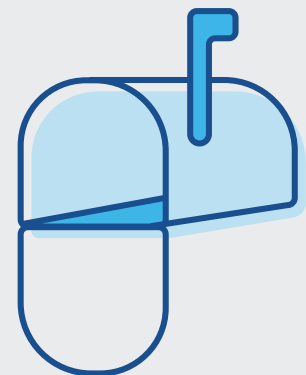
**50,000** hard copies will be distributed to 180+ NSM locations across North America for distribution to clients, caregivers and healthcare providers.

**50,000+** clients will receive a digital version

**15,000+** referral sources, payers, clinical partners and other industry partner will receive a digital version.

The digital version will be posted on our consumer website where we have **500,000+** visitors annually.

Social posts on LinkedIn, Facebook, Instagram and Twitter will promote the digital magazine where we have almost **30,000** followers and **250,000+** engagements per year.





## The Opportunity

Let's Get Moving will have limited advertising with a small number of select supplier partners invited to have an exclusive presence in each issue.

Each company will receive one full page within the magazine that is a combination of:

**60% branded content** (an article)  
**40% traditional ad**

NSM will coordinate with each vendor to approve the content so that it is in alignment with the overall magazine editorial.

## The Cost

NSM will publish two issues in 2021 (May & November).

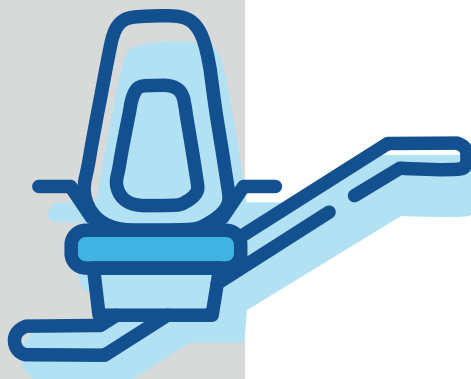
The first Spring/Summer (SS) issue is scheduled to be distributed in May 2021 and the second Fall/Winter (FW) issue is scheduled for November 2021.

Selected supplier partners have the option to have a presence in one or both:

ONE ISSUE  
**\$12,000**

TWO ISSUES  
~~\$24,000~~  
**\$20,000**

**\$10,000 per issue**  
— a savings of \$4,000!



NSM will provide 500 printed copies to each vendor for their internal distribution in addition to a shareable digital version of the magazine.



# LET'S GET MOVING Print Specs

## Ad Specifications\*

DIMENSIONS **8.75x4.65"** horizontal, **3.65x11.25"** vertical  
Please provide NSM with both a horizontal and vertical ad

BLEED/TRIM **.125"**, include bleed marks  
All art must include bleed; trimmed size will be  
**8.5x4.4"** horizontal, **3.4x11"** vertical

DPI **300DPI only**

COLOR SPACE **CMYK only**

FILE FORMAT **PDF preferred**, JPG and EPS also accepted

NAMING CONVENTION Include company name,  
orientation, publication acronym (LGM), issue, and year:  
i.e. [WheelchairInc\\_HorizontalAd\\_LGM\\_SS\\_2021.pdf](#)

## Advertorial Content Specifications

LENGTH Recommended advertorial content ranges from  
**250-300 words or less**. If content exceeds recommended  
wordcount, NSM has the right to edit the article.

FILE FORMAT **PDF**

NAMING CONVENTION Include company name,  
"Content", publication acronym (LGM), issue, and year:  
i.e. [WheelchairInc\\_Content\\_LGM\\_SS\\_2021.pdf](#)

**We can't wait to expand our  
partnership with you.**

**Let's get moving!**

## Submission Instructions

DOWNLOAD TEMPLATES &  
SUBMIT YOUR ADS AND  
CONTENT ONLINE:

[nsm-seating.com/magazine-submission/](https://nsm-seating.com/magazine-submission/)

If you'd like to include a trackable link for your ad in our digital magazine, when you send over your PDF ad — send it over as an interactive PDF with your URL embedded. In order for it to track traffic from this specific ad, you'll want to include a unique URL.

*For example, if you include your site's URL it'll come through as direct traffic instead of traffic linked to this campaign. You can use tools like [Google's URL builder](#) to create a unique, trackable URL and then put it into [Bitly](#) to create a short link.*

*\*NSM will not be held responsible for print errors when files are not submitted according to the listed specifications*

*NSM reserves the right to reject ads based on content. We will make every effort to work with you to correct the ad within reasonable time constraints.*

*Any file manipulation fees will be billed to the ad partner.*



## Advertorial Style Guide

Submitted art will be placed vertically or horizontally alongside the advertorial content. We recommend including images, your logo, a call to action, or content in your ad that support your advertorial content.

Art submissions can vary in design style. For example, you can submit an ad: With imagery only; On a white or colored background; Full bleed, etc.

Recommended advertorial story content ranges from 250-300 words or less. Examples below are shown with ~250 words.

PAGE SIZE: **8.5"x11"**

FONTS USED:

**Advertorial content is displayed by the Gotham Typeface Family.**

Headline: Gotham Medium 24pt;  
Subhead: 12pt; Body: 10pt

DESIRED ADDITIONAL SUPPORTING IMAGES MUST BE **300 DPI**;  
LOGOS MUST BE **VECTOR**

### Headline Here

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**SUBMITTED  
ART HERE**

additional  
submitted  
image(s)



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