

LET'S GET MOVING
2021
Media
Kit





LET'S GET MOVING

National Seating & Mobility is creating a 44-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



250,000+
Total Reach*

**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.*

The Reach & Distribution

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

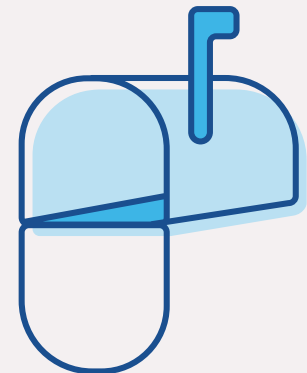
50,000 hard copies will be distributed to 180+ NSM locations across North America for distribution to clients, caregivers and healthcare providers.

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.





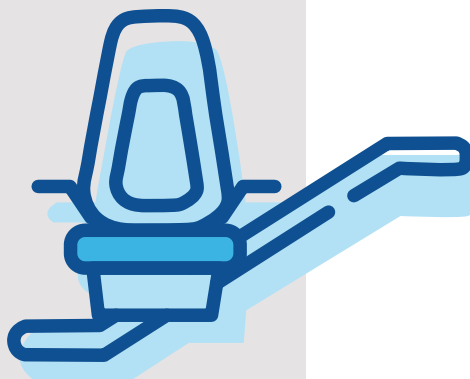
The Opportunity

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.



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

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!

Let's Get Moving is a product of our company's commitment to our clients. If you have something you'd like to see featured in future issues or an inspiring story to tell, we'd love to hear it. Reach out to feedback@nsm-seating.com and someone from our team will be in touch!



LET'S GET MOVING Print Specs

Ad Specifications*

DIMENSIONS 8.625 x 4.65" horizontal, 3.65 x 11.125" vertical
Please provide NSM with both a horizontal and vertical ad

BLEED/TRIM .125"

Printers marks are not required, but all art must include bleed area; trimmed size will be 8.375 x 4.4" horizontal, 3.4 x 10.875" vertical

DPI 300DPI only

COLOR SPACE CMYK only

FILE FORMAT PDF or compressed & packaged native design file; fonts and images must be included.

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/

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. While we cannot guarantee specific layouts, you may submit a separate pdf file with desired layout for NSM to use as visual reference when designing.

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

PAGE SIZE: 8.375" x 10.875"

FONTS USED:

Advertorial content is displayed using Gotham and More Pro typefaces.

Headline: Gotham Medium 24pt; Subhead: Gotham 12pt; Body: More Pro 9.75 pt

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

Headline Here

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additional submitted image(s)

SUBMITTED ART HERE

ALLUMED INC.
MEDICAL EQUIPMENT & SUPPLIES

Headline Here

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additional submitted image(s)

SUBMITTED ART HERE

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MEDICAL EQUIPMENT & SUPPLIES