

ADDICTION PROFESSIONAL

DRIVING CLINICAL EXCELLENCE

BEHAVIORAL HEALTHCARE

THE BUSINESS OF TREATMENT AND RECOVERY

NATIONAL CONFERENCE ON
ADDICTION
DISORDERS

BEHAVIORAL HEALTHCARE
LEADERSHIP
SUMMIT



Doug Edwards, Vice President & Managing Director

Doug Edwards is the Vice President and Managing Director of Vendome Healthcare Media's Mental Health and Addiction Community which includes *Addiction Professional*, *Behavioral Healthcare*, the National Conference on Addiction Disorders, and Behavioral Healthcare Leadership Summit.

He previously was editor-in-chief and publisher of both magazines. Edwards has been serving the mental health and addiction treatment community for more than 14 years, and he presents on marketing best-practices.



Julie Miller, Editor-in-Chief, *Addiction Professional* & *Behavioral Healthcare*

Julie Miller is the editor-in-chief of *Addiction Professional* & *Behavioral Healthcare*. Julie has served the healthcare industry for 20 years.



Gary Enos, Editor of *Addiction Professional*

Gary Enos has been editor of *Addiction Professional* magazine since the publication's founding in 2003. He has served as a writer and editor on topics in the addiction and mental health fields since 1994.



MARKETING SOLUTIONS

FIND US ON:



VENDOME
HEALTHCARE
MEDIA

Access the full detailed media kit at
WWW.ADDICTIONPRO.COM/MARKETING



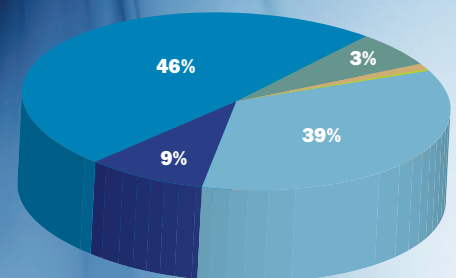
Vendome Healthcare Media is the number-one source for cutting-edge content in the addiction treatment and behavioral healthcare fields. Through its two award-winning brands—**Addiction Professional** and **Behavioral Healthcare**—Vendome reaches professionals of all stripes, including front-line clinicians and private-practice therapists; nurses, physicians, and other medical professionals; and executive-level decision makers at a wide range of profit, not-for-profit, public, and private mental health and substance use treatment organizations.

The apex of our continuous engagement with our community is the annual **National Conference on Addiction Disorders** and **Behavioral Healthcare Leadership Summit**—the premiere event uniting professionals of all types in a national dialogue on best practices for improving care delivery.

Vendome Healthcare Media reaches 75,000+ professionals in the addiction treatment and behavioral healthcare community!*

AUDIENCE BREAKDOWN: BY TITLE*

- **46%: Clinical Director, Psychologist, Social Worker, Counselor, Therapist, Interventionist, and other Clinicians**
- **39%: Executive, Financial, and Information Management: CEO, COO, Owner, President, VP, CFO, Comptroller, Director of Finance, Purchasing Officer, CIO, CTO, VP Information Systems, and other Executive, Financial, and IT titles**
- **9%: Medical Director, Psychiatrist, Physician, Nurse, and other Medical Staff**
- **3%: Other associations and professionals allied to the field... (includes design, education, and others allied)**
- **2% Government**
- **1%: Marketing/Sales, Consultancy**



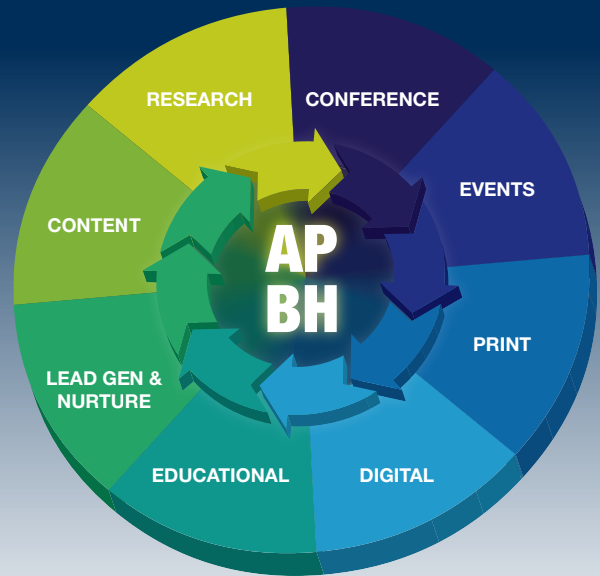
*Publisher's own unified audience database, Aug. 2014

COMMUNITY

TO ADVERTISE, CONTACT: DOUG EDWARDS / 216.373.1201 / DEDWARDS@VENDOMEGRP.COM

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Full Marketing Solution Provider: Enhance your brand recognition with **Addiction Professional's & Behavioral Healthcare's** marketing solutions. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive market engagement. We offer a wide range of brand building, lead generating, lead nurturing, content marketing, and thought leadership developing opportunities.



CONFERENCE

The National Conference on Addiction Disorders and Behavioral Healthcare Leadership Summit offer multiple opportunities for face-to-face engagement with the addiction and mental health treatment communities, including exhibit hall booths, multiple sponsorship opportunities (including special events, tracks, room keys, badges and lanyards, and breaks), video advertorials filmed onsite, focus groups, tours of nearby facilities, and more. The Addiction Professional Academies provide similar opportunities with a regional flavor and more topic-focused experience.

EVENTS

Addiction Professional and Behavioral Healthcare each produce a Panel Series, bringing local and regional experts together for educational lunch'n'learns in which your staff can serve on the discussion panel. In addition, live Webinars allow for virtual engagement; you choose the speaker and topic, and we handle the rest, including marketing, registration, technical assistance, moderation, and lead delivery.

PRINT

Behavioral Healthcare and Addiction Professional offer print magazines with display advertising opportunities, as well as inserts and creative placement options. During the annual conference, an onsite Show Daily offers significant brand exposure.

DIGITAL

Addictionpro.com and Behavioral.net are key online destinations for treatment professionals and executive leaders in the field. Both sites offer banner and rich media options. Weekly and topic-specific e-newsletters provide interaction with the community. Customized options, such as content-rich microsites and e-zines, position your organization above the market noise.

EDUCATIONAL

Behavioral Healthcare and Addiction Professional have the expertise to position your organization as a thought leader in the market by delivering relevant, timely, must-read, must-listen, and must-watch content. Our Webinars, Panel Series, Academies, and annual conference provide face-to-face interaction, and the content developed for blogs, white papers, special e-zines and e-newsletters, and other formats allows you to generate and nurture leads while building brand equity and demonstrating thought leadership

LEAD GEN & NURTURE

Behavioral Healthcare and Addiction Professional offer multiple lead-generation opportunities, such as through the annual conference, Academies, Webinars, and Panel Series. White papers, e-newsletters, and other materials can link to gated content on behavioral.net and addictionpro.com to identify key prospects. Ongoing content delivery ensures not only lead generation but continuous lead nurturing as well.

CONTENT

The team at Behavioral Healthcare and Addiction Professional can produce, edit, and design content that meets your marketing message and branding theme. Options include video advertorials, print case studies, online e-zines and e-newsletters, and more. Our staff can help you define and deliver a comprehensive content marketing strategy.

RESEARCH

Want to know what the market really thinks of your brand? Need insight for planning your marketing strategy? We offer focus groups and online research to provide in-depth marketing intelligence.

MARKETING SOLUTIONS

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THE LEADER IN FIELD EVENTS

NATIONAL

The National Conference on Addiction Disorders (NCAD) and Behavioral Healthcare Leadership Summit (BHLS) has rapidly become the premier, respected, and trusted national conference that brings together professionals of all stripes to discuss emerging and best practices on the prevention, intervention, treatment, and recovery management of addictions and co-occurring disorders.



REGIONAL

The Addiction Professional Academies are intensive, topic-focused summits designed to equip and empower professionals to improve the well-being of their patients and communities.



LOCAL

The Addiction Professional and Behavioral Healthcare Panel Series inspires dialogue on hot topics in a lunch'n'learn format at dozens of locations across the country each year.



VIRTUAL

Addiction Professional's and Behavioral Healthcare's Webinars connect professionals across the country in a convenient format to hear from leading field experts.



CUSTOM

Addiction Professional and Behavioral Healthcare provide complete end-to-end marketing, content development, continuing education, and onsite operations services to produce events that accomplish sponsors' goals.



Among the many opportunities offered by *Addiction Professional* & *Behavioral Healthcare* are:

- ◆ Annual calendar
- ◆ Article reprints
- ◆ Banner ads
- ◆ Blog writing
- ◆ Brand building
- ◆ Conference sponsorships
- ◆ Content creation
- ◆ Custom events
- ◆ Directory listings
- ◆ E-books and e-zines
- ◆ Editing services
- ◆ E-newsletters
- ◆ Exhibit hall booths
- ◆ Focus groups
- ◆ Job ads
- ◆ Lead gen/nurture programs
- ◆ Lunch'n'learns
- ◆ Magazine advertising
- ◆ Marketing consultation
- ◆ Market research
- ◆ Mobile apps
- ◆ National conferences
- ◆ Polybagged materials
- ◆ Regional conferences
- ◆ Rich media
- ◆ Social media expertise
- ◆ Speaking opportunities
- ◆ Supplements
- ◆ Surveys
- ◆ Thought leadership programs
- ◆ Treatment center tours
- ◆ Video testimonials
- ◆ VIP introductions
- ◆ Webinars
- ◆ White papers

For full details on all of our opportunities, visit www.addictionpro.com/marketing

MULTIPLE OPPORTUNITIES

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