

REHABILITATION
TRAUMA
DIABETES
BIOMECHANICS
SPORTS MEDICINE



The only publication that reaches a multi-disciplinary group of practitioners wherever they are.

Learn how LER can help grow your business!

Welcome



If you have a lower extremity product or service that appeals to different market segments, then LER is the right publication for you!

Welcome to LER where your marketing dollar goes further. We have been helping clients grow their businesses for over 8 years and have established a leadership position in the market that is without parallel.

As the only multidisciplinary publication serving the lower extremity marketplace, LER gives you the reach where those individual vertical specialty publications just cannot. With over 40 years in the lower extremity space, the LER team understands the various intricacies in the markets, and with an unbiased editorial approach, you can

be assured that your advertising dollar is invested in the right place.

There is no one approach that fits every client and no one treatment that works for every patient. I take the time to understand your product line and business strategy to craft the most effective program that will bring you more customers and increase your bottom line. It can be any combination of print, content development, digital marketing, direct mail, public relations, or just about anything we can dream up together.

This is your opportunity to see how much LER can do for you!

I look forward to working with you to expand your market, strengthen your brand, and grow your sales!

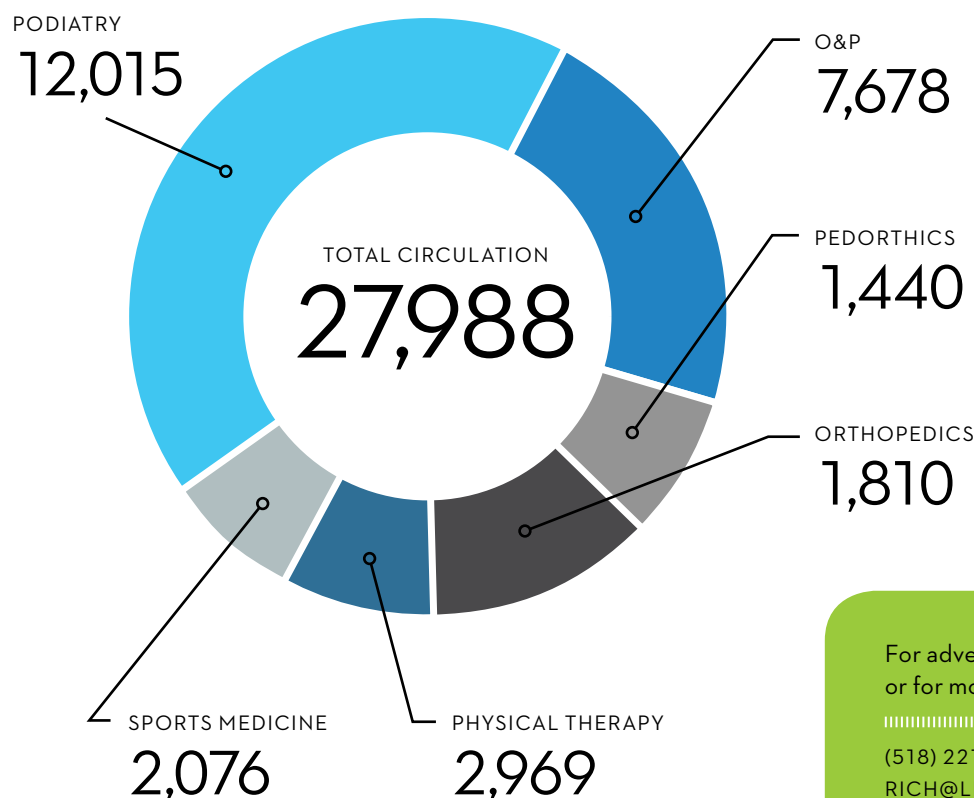
Best regards,

Rich
RICHARD DUBIN,
FOUNDER AND PUBLISHER

Readership

Lower Extremity Review is a multi-disciplinary collaboration that provides a practical approach to treating the lower extremity. LER bridges the information gap between practitioners and manufacturers with an emphasis on outcomes.

In an ever-changing healthcare system, practitioner collaboration is of the utmost importance. LER offers the only multi-disciplinary group of practitioners ready to respond to your marketing message.



Advertise in LER to reach readers who buy your products.

- [PREFAB ORTHOSES](#)
- [CUSTOM ORTHOSES](#)
- [BRACES/SUPPORTS](#)
- [FOOTWEAR](#)
- [WOUND CARE](#)
- [REHABILITATION](#)
- [TECHNOLOGY](#)

For advertising opportunities, proposals or for more information, contact Rich Dubin:

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(518) 221-4042 OR (518) 452-6898
RICH@LERMAGAZINE.COM
LERMAGAZINE.COM



Looking for LER's editorial calendar? Sorry, we don't have one. Here's why:

LER strives to provide editorial content that is not just informative but also current, reflecting specific topics that practitioners are buzzing about at any given time. Those timely topics just can't be anticipated a year in advance. What we can anticipate is that every single issue of LER will feature content that spans a range of lower extremity conditions, from knee pain to orthotic devices to diabetic foot care. So all lower extremity practitioners have reason to read LER—every issue, every month.

Editorial

Editorial Content includes:

In The Moment: Cutting-edge news from national and international scientific conferences and the medical literature

Literature Reviews: Evidence-based medicine, from a practical perspective

Feature Articles: Journalistic analyses that go beyond the literature

Market Mechanics: Coverage of product-specific studies and other industry developments

New Products: Photos and descriptions of new lower extremity products

Subject areas include:

- FOOT ORTHOSES
- KNEE BRACES
- ANKLE BRACES
- DIABETES
- FOOTWEAR
- NEUROMUSCULAR DISORDERS
- SPORTS MEDICINE
- REHABILITATION
- PROSTHETICS
- OSTEOARTHRITIS
- PLANTAR FASCIITIS
- PEDIATRICS

TARGETED QUARTERLY PUBLICATION - TOPIC-FOCUSED MAGAZINES POLYBAGGED WITH LER

LER Pediatrics: (Feb., May, Aug., Nov.)

Coverage includes topics such as bracing, foot orthoses, footwear, gait analysis, rehabilitation, and sports medicine.

Custom Content

LER generates in-depth exclusive content for a specific area of interest. Your sponsorship highlights your commitment to education and heightens your position as a market leader. Below are samples of our projects.



Mini-magazine:

A stand-alone publication polybagged with LER, "In Step With Pediatric Hypotonia" covered diagnostic challenges, gait analysis, and orthotic management. Sponsored by an educational grant from Surestep.



Sponsored Column:

The monthly "Orthotic Devices For The Win" column focused on orthotic management of sports-related injuries. Sponsored by an educational grant from Medi USA.



Conference Coverage:

For five consecutive years, LER provided exclusive coverage of the Ortho Technology Forum. Sponsored by an educational grant from Delcam.



Mini-magazine:

The stand-alone publication "Orthotic management of CMT" was mailed to patients with CMT as well as readers of LER. Sponsored by an educational grant from the Charcot-Marie-Tooth Association, which called it "the single best project that we have ever sponsored."

Online – LERmagazine.com

The LER digital platform offers comprehensive interactive online solutions to maximize your brand's message for today's busy practitioner. Expand your reach by adding a customized online component to your marketing program.

VIDEOS

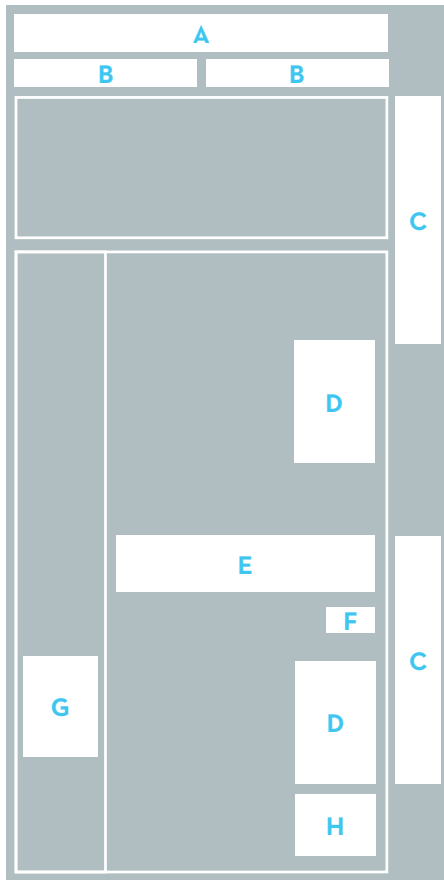
Show how a product works and capture the attention of the viewer in the LER Video Resource Center

KEY WORD SEARCH/HOT LINK

Sponsor a key word associated with your business to drive traffic back to your website.

MICROSITE

Topic specific content with link and sponsorship



Banner Ads:

Heighten awareness of your company or product alongside relevant content with an exclusive banner ad.

- A - Large leaderboard ad: 920x90 \$1,200/mo.
- B - Small leaderboard ad: 450x60 \$750/mo.
- C - Skyscraper ad (right column): 120x600 \$750/mo.
- D - Large vertical banner (in page): 200x300 \$650/mo.
- E - Sponsored ad (in page): 640x150 \$850/mo.
- F - Hot button (in page): 20x60 \$500/mo.
- G - Vertical banner ad (left column): 180x242 \$650/mo.
- H - Small horizontal button (in page): 200x150 \$550/mo.



147,000

UNIQUE VISITORS
PER MONTH

265,000

UNIQUE PAGE VIEWS
PER MONTH



5:49

AVERAGE TIME SPENT
READING ARTICLES

E-blast Advertising Opportunities

11,837+ subscribers have chosen to receive LER content via email. Promote your product or service in this weekly e-blast.

We can also create your own dedicated e-blast to this unique group.

Open Rate: 19–23%

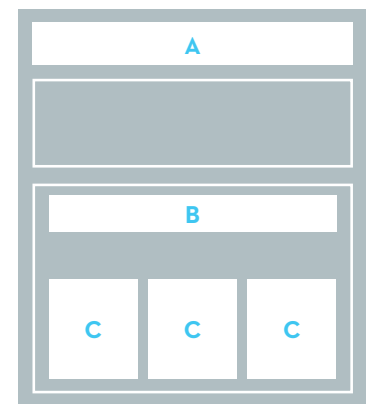
Click Through Rate: 5–8%

Banner Ads:

- A - Large leaderboard ad: 570x78 \$1,600/mo.
- B - Inside leaderboard ad: 550x55 \$1,400/mo.
- C - Sponsored Product ad: 550x200 \$1,500/mo.

11,837+

UNIQUE OPT-IN SUBSCRIBERS





Print advertising is still the #1 method of reaching today's practitioner. Advertise your lower extremity product to LER's multi-disciplinary readership.

Need marketing assistance?

With 40+ years combined experience in medical marketing and publishing, we have established a full-service advertising firm to assist the needs of all clients big and small. We offer ad design and layout, photography, website development, public relations, video production and editing, social media management and much more.

Custom opportunities:

OUTSERTS

Include your flyer or catalog in the polybag with LER for less than the cost of postage

CUSTOM REPRINTS

Include your ad with an article from the LER archives

LIST RENTALS

Our readership will respond to your direct mail marketing message

Ad specs:

FULL PAGE ADS - NO CROP MARKS

Trim size: 8.375" x 10.875"
 No bleed: 7.625" x 10"
 With bleed: 8.625" x 11.125"
 NEED 0.125" bleed all around.
 Keep all text 0.25" from trim edge.

1/2 PAGE ADS - NO BLEEDS AND NO CROP MARKS

Vertical 3.687" x 9.794"
 Horizontal 7.625" X 4.849"

1/4 PAGE ADS - NO BLEEDS AND NO CROP MARKS

Vertical 3.687" x 4.849"

FILES ACCEPTED:

Press-ready pdfs, Indesign, Illustrator, photoshop, Quark. All color to CMYK. 0.125" bleed if the ad bleeds. For Indesign and Quark - include all images and fonts.

Rates - all 4-color

SIZE	1X	3X	6X	12X
1 PAGE	4,975	4,675	4,375	3,975
VERT	2,875	2,675	2,475	2,375
HOR	2,875	2,675	2,475	2,375
1/4 PAGE	1,800	1,600	1,500	1400

Advertiser Deadlines

ISSUE	RESERVE SPACE	SUBMIT AD
JAN	12/15/17	12/29/17
FEB	1/12/18	1/18/18
MAR	2/8/18	2/15/18
APR	3/8/18	3/15/18
MAY	4/5/18	4/12/18
JUN	5/10/18	5/17/18
JUL	6/7/18	6/14/18
AUG	7/12/18	7/19/18
SEP	8/10/18	8/17/18
OCT	9/7/18	9/14/18
NOV	10/5/18	10/12/18
RESOURCE GUIDE	11/9/18	11/30/18

LER Resource Guide – #1 in Print & Online

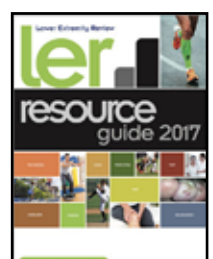
The LER Resource Guide is the most comprehensive guide to products and services in the lower extremity marketplace online and in print. It is the first choice practitioners turn to and is distributed to the entire circulation of 28,000 at every major trade show throughout the year. Make the Resource Guide part of your 2018 marketing plan.

Enhanced Listings – Set your company apart from the competition and include your product photo, logo and description in relevant categories

Print Advertising – Your ad appears in the specific product sections

Full Page Company Profile – Have a full page article written about your company

Category Banners – Exclusive product category banners on lerresourceguide.com



Mobile Advertising

With over 57,000 monthly LERmagazine.com visitors via mobile devices, it isn't a surprise that the future of advertising is in mobile marketing. Because of the limited real estate that is inherent with this platform, LER will limit its on-page advertising space to focus on content. That means that this precious space is of great value to you as an advertiser. The site features responsive technology, which means your mobile ads will resize based on the user's screen resolution.

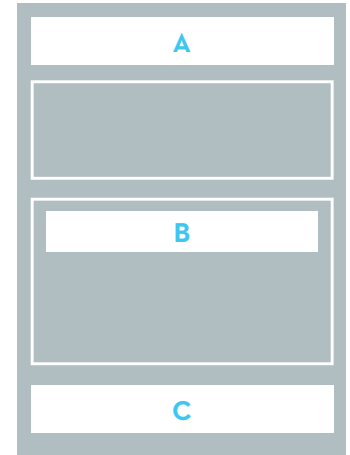
57,000+

MONTHLY VISITORS VIA
MOBILE DEVICES



Banner Ads:

- A** - Top leaderboard ad:
570x78 \$1,600/mo.
- B** - Inside leaderboard ad:
550x55 \$1,400/mo.
- C** - Bottom leaderboard ad:
550x200 \$1,500/mo.



Social Media

Social media reaches your buyers wherever they are. Learn how LER can expand your social media presence.



FACEBOOK: 25,000+ likes • **MONTHLY POST VIEWS:** 140,000+
YOU TUBE: 115,000+ video views • **TWITTER:** 3,500+ followers

LER show schedule

JANUARY 19-21

NY Podiatry Clinical Conference
New York, NY

JANUARY 29- FEBRUARY 2

Hanger Ed fair
Las Vegas, NV

FEBRUARY 14-17

American Academy of
Orthotists & Prosthetists
New Orleans, LA

FEBRUARY 21-24

APTA Combined Sections
Meeting
New Orleans, LA

MARCH 6-10

American Academy of
Orthopaedic Surgeons
New Orleans, LA

MARCH 22-25

American College of Foot &
Ankle Surgeons
Nashville, TN

APRIL 11-14

Association of Children's
Prosthetic-Orthotic Clinics
Grand Rapids, MI

APRIL 13-14

Pedorthic Association of Canada
London, Ontario

APRIL 19-22

Midwest Podiatry Conference
Chicago, IL

APRIL 26-29

Osteoarthritis Research Society
World Congress
Liverpool, UK

MAY 29-JUNE 2

American College of Sports
Medicine
Minneapolis, MN

JUNE 6-7

Neurological Rehabilitation
Therapy & Technology Expo
London, UK

JUNE 21-24

Western Foot & Ankle
Conference
Anaheim, CA

JUNE 26-29

National Athletic Trainers
Association
New Orleans, LA

JULY 5-8

American Orthopaedic Society
for Sports Medicine
San Diego, CA

JULY 8-12

European Society of
Biomechanics
Dublin, Ireland

JULY 11-14

American Orthopaedic Foot &
Ankle Society
Boston, MA

JULY 12-15

American Podiatry Medical
Association
Washington, DC

AUGUST 8-11

American Society of
Biomechanics
Rochester, MN

AUGUST 17-20

American Association of
Diabetes Educators
Baltimore, MD

SEPTEMBER 26-29

American Orthotic & Prosthetic
Association
Vancouver, BC

OCTOBER 11-13

Diabetic Foot Global
Conference
Houston, TX

OCTOBER 25-28

American Academy of Physical
Medicine & Rehabilitation
Orlando, FL