

• **ler**MAGAZINE

• **ler**MARKETPLACE

• **ler**EXPO

LOWER EXTREMITY REVIEW
ler

• **ler**EDUCATE

• **ler**EXPERT

Creating
Connections that
Build Community

PODIATRISTS
ORTHOTISTS
PHYSICAL THERAPISTS
ATHLETIC TRAINERS
ORTHOPEDISTS
PEDORTHISTS
PROSTHETISTS
SPORTS MEDICINE

Welcome



Lower Extremity Review—LER—is more than a magazine.

LER is a community where clinicians, manufacturers, and associations exchange ideas and collaborate in ways that until recently we never dreamed were possible. Our interconnected network is unprecedented. Now in its 15th year, LER Magazine generates the evidenced-based content that clinicians have come to rely on. lerEXPO connects clinicians and manufacturers in a unique and engaging online educational experience. And lerMARKETPLACE provides vendors an opportunity to showcase their products 24/7/365 to a large audience of potential clients. Each platform feeds the other and strengthens the overall community. At LER, our mission is to create innovative ways to expand your presence in the

multidisciplinary lower extremity space.

Why LER?? Because we are the only organization that bridges the gap between clinicians and manufacturers in a way designed specifically to create connections and community. That bridge is built on more than 30 years of experience in the lower extremity space. At LER, one size does not fit all. Everything we do is completely customized to yield the greatest ROI for you, our customer. How? We have an extensive initial call where we learn about your company and your challenges and determine whether we are a good fit for working together. Once we connect with you, we will create a customized plan that will allow you to benefit from the broad reach of

our interwoven platforms.

Everything we do is about results, and we have the data to prove it.

I look forward to helping you decide which of our interconnected channels are the best way to reach the extensive LER community and all the people who need to know about your products.

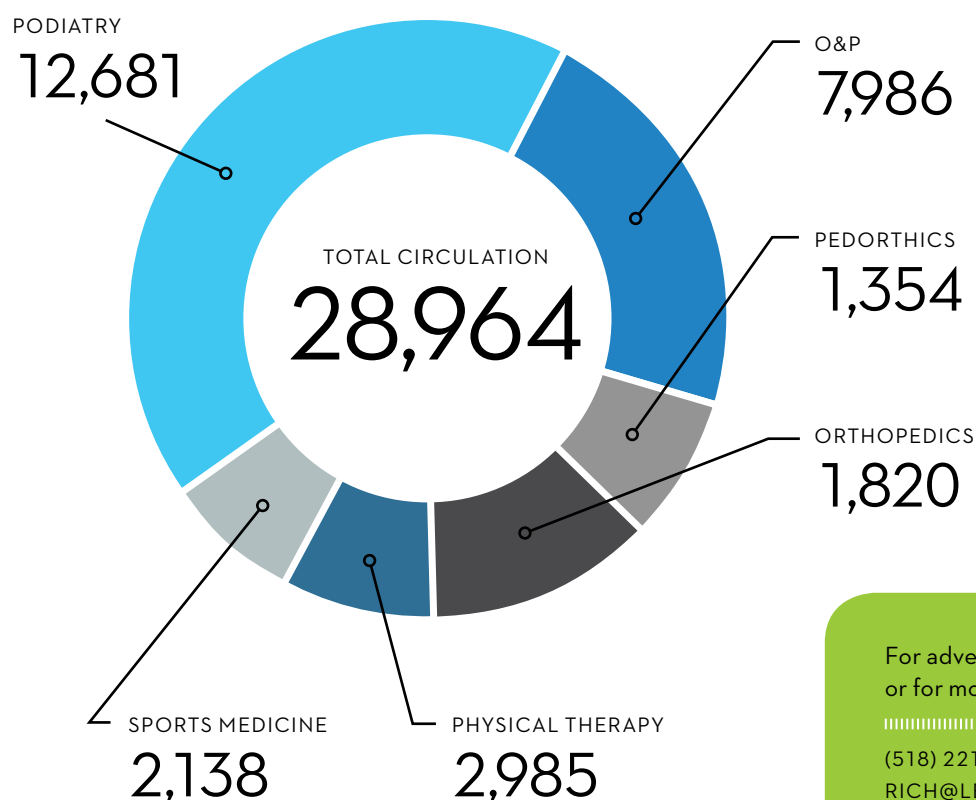
Best regards,

Rich

RICHARD DUBIN,
CEO AND PUBLISHER

Readership

Lower Extremity Review is a multidisciplinary 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.



100% of Our
Readership 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:

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

Creating Content to Build Collaborative Care

Our Mission

LER: Showcasing evidence and expertise across multiple medical disciplines to build, preserve, and restore function of the lower extremity from pediatrics to geriatrics.

LER's readers aren't bound by academic silos. They're at the forefront, providing healthcare to patients who don't meet textbook definitions, whose care is complex. *LER* brings all the voices of the healthcare team into one place. Our purpose at *LER* is to provide our multidisciplinary audience with thought-provoking, evidence-based content that is rooted in 5 foundational pillars

- Biomechanics matter
- Movement is essential
- Injury prevention is possible
- Diabetic foot ulcers can be prevented
- Collaborative care leads to better outcomes

Every issue we will have content that addresses each of these pillars so that all lower extremity practitioners will have reason to engage with *LER*—every month.

Biomechanics matter

Every human is unique and so too are the biomechanics of their movement. Keeping biomechanics sustainable or correcting misalignments—that is what *LER* readers are passionate about doing every day with patients from pediatrics to geriatrics. Biomechanics is at the heart of every *LER* story. Indeed, *LER* is a proud sponsor of National Biomechanics Day.

Movement is essential

We use movement to mean physical activity (PA), where PA is defined as any voluntary bodily movement produced by skeletal muscles that requires energy expenditure. Robust evidence shows the numerous benefits of PA particularly as it fights the battles against sedentary behavior, obesity, type 2 diabetes, and aging.

Injury prevention is possible

Today, across the spectrum, injury prevention is an integral part of healthcare, eldercare, disability care, sports medicine, physical education, and everyday safety concerns. The evidence that prevention works is everywhere—from overuse in sports to falls prevention in the elderly.

Diabetic foot ulcers can be prevented

This may be a bold declaration, but Care of the diabetic foot and keeping diabetic foot ulcers in remission is a key driver for most *LER* readers. And the explosion in technology to help them do so just won't stop. From wound care agents to pressure-tracking insoles and scales that monitor temperatures, *LER* delivers the latest news and research from bioengineering to wound care.

Collaborative care leads to better outcomes.

Collaborative care works. Research from the early 2000s showed a 50% reduction in amputation rates for diabetic foot ulcers when multidisciplinary providers worked together. Collaborative care is about letting each specialty's expertise provide input to improve the quality of care. *LER* readers get it: Collaborative care leads to better outcomes.

Our Goals

At *LER*, our goal is to create **CREDIBLE CONTENT** that engages readers. We know this is true from their comments on the website to their emails with questions about a story to their phone calls suggesting topics...and even citations by the Washington Post and ESPN from a 2015 article on Lisfranc fractures. *LER*'s content drives reader engagement because credibility counts!

Our goal is to be **ACCESSIBLE**. Editorial staff attends multidisciplinary healthcare meetings throughout the year to talk to experts, exhibitors, and attendees to bring the most up-to-date findings to our audience. We've done that from day 1, but we also maintain open archives—our online content is not behind a paywall—that's why we have more than 175,000 unique visitors a month. This is why WaPo and ESPN had on-the-spot access to cite the 2015 article.

Our goal is to be **APPROACHABLE**—as a publication, as a website, as a community organizer. We talk to all clinicians

who may benefit from hearing about collaborative care for the lower extremity or how orthotic products can help improve patient outcomes.

Our goal is to be **COLLABORATIVE**—with experts from all disciplines, with readers from all over the world, with innovative entrepreneurs who build products that can benefit patients. We're happy to work with anyone whose goal is to improve the care of the lower extremity.

Like most things in life, it takes a village. *LER* is successful because we let our passion lead. We understand that keeping the lower extremity running well requires all of us working together...because we really do believe collaboration leads to better outcomes.

Give us a call.

Editorial

Editorial Content includes:

Guest Perspective: Editorials on current topics that affect all members of the *ler* community signed by leading experts and front-line practitioners

Highlights From... Cutting-edge news from national and international scientific conferences, association meetings, and other educational events

From the Literature/Short Takes: Clinically relevant findings pulled from the current peer-reviewed literature to keep readers up to date with practice changes

Feature Articles: Journalistic analyses that go beyond the literature

Expert Opinions: Review articles of state-of-the-art treatments in fast-changing therapeutic areas

Wound Care Update: A peek inside today's world of wound care from a clinical specialist plus tips for wound care research

New & Noteworthy: Coverage of industry developments and technological innovations. Plus photos and descriptions of new products designed especially for the lower extremity.

Subject areas include:

- | | |
|----------------------------------|--------------------------------------|
| → FOOT ORTHOSES | → PLANTAR FASCIITIS |
| → KNEE BRACES | → PEDIATRICS |
| → ANKLE BRACES | → TECHNOLOGY/ SENSORS |
| → DIABETES | → 3D PRINTING |
| → FOOTWEAR | → GAIT ANALYSIS |
| → NEUROMUSCULAR DISORDERS | → COMPRESSION |
| → SPORTS MEDICINE | → LIMB PRESERVATION |
| → REHABILITATION | → PERIPHERAL VASCULAR DISEASE |
| → PROSTHETICS | |
| → OSTEOARTHRITIS | |

Social Media



Post, Tag, Link and/or Tweet your message to over 30,000 followers : **\$750/month (call for details)**

LERmagazine.com contains more than 5,000 proprietary clinical and industry related articles with new content generated monthly. This immense amount of relevant content yields a higher ranking result for search engines. Bring LER's digital components to your marketing mix and capitalize on those quality leads.

VIDEOS

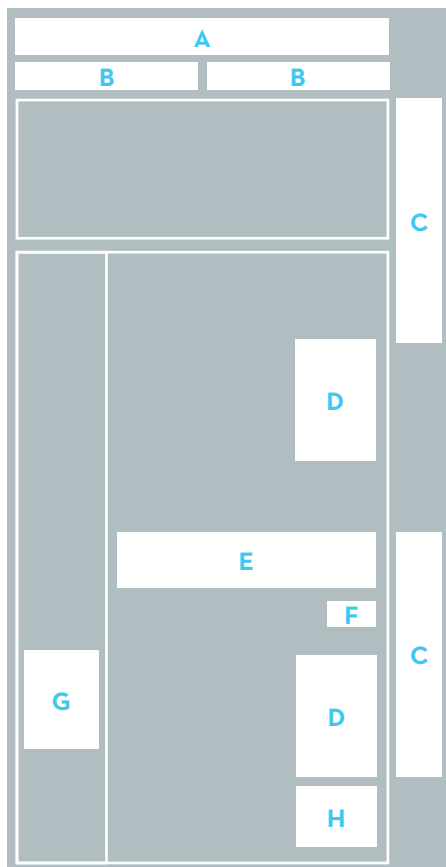
Show how a product works and capture the attention of the viewer in the LER Video Resource Center

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 \$1,300/mo.
- B** - Small leaderboard ad: 450x60 \$850/mo.
- C** - Skyscraper ad (right column): 120x600 \$850/mo.
- D** - Large vertical banner (in page): 200x300 \$750/mo.
- E** - Sponsored ad (in page): 640x150 \$950/mo.
- F** - Hot button (in page): 20x60 \$600/mo.
- G** - Vertical banner ad (left column): 180x242 \$750/mo.
- H** - Small horizontal button (in page): 200x150 \$650/mo.



195,000

UNIQUE VISITORS
PER MONTH

350,000

UNIQUE PAGE VIEWS
PER MONTH



5:10

AVERAGE TIME SPENT
READING ARTICLES

E-blast Advertising Opportunities

17,750+ subscribers have chosen to receive LER content exclusively via email. Promote your product or service in this weekly e-blast.

Custom E-Blast Option:

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

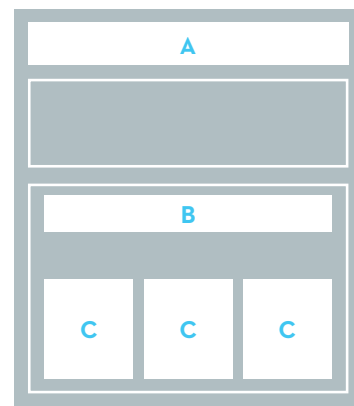
Call for Pricing

Banner Ads:

- A** - Large leaderboard ad: 570x78 \$1,750/mo.
- B** - Inside leaderboard ad: 550x55 \$1,500/mo.
- C** - Sponsored Product ad: 550x200 \$1,750/mo.

17,750+

UNIQUE OPT-IN SUBSCRIBERS



Print

Custom opportunities:

OUTSERTS

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

CUSTOM REPRINTS

Enhance your commitment to education and reprint any LER article with only your branding. Call for more details.

LIST RENTALS

Rent our qualified list for your direct mail efforts. Our readership will respond to your 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	\$5,075	\$4,775	\$4,475	\$4,075
VERT	\$2,975	\$2,775	\$2,575	\$2,475
HOR	\$2,975	\$2,775	\$2,575	\$2,475
1/4 PAGE	\$1,900	\$1,700	\$1,600	\$1,500

SPECIAL OFFER - 10% off for payment in advance

Advertiser Deadlines

ISSUE	SUBMIT AD	MAIL DATE
JAN	1/7/24	1/25/24
FEB	2/4/24	2/22/24
MAR	3/4/24	3/25/24
APR	4/8/24	4/22/24
MAY	5/6/24	5/24/24
JUN	6/3/24	6/24/24
JUL	7/1/24	7/22/24
AUG	8/5/24	8/23/24
SEP	9/2/24	9/22/24
OCT	10/7/24	10/25/24
NOV	11/4/24	11/22/24

lerEXPERT

For 13 years, LER has led the way in delivering multidisciplinary insights, breaking news and more to medical professionals focused on lower extremity care. We've now partnered with a business development and marketing 'dream team' in a brand-new offering designed to future-proof your business with personalized strategies for growth, leadership and reputation management.

With 'LER Expert', becoming #1 just became downright simple...

Your subscription to lerEXPERT will empower you and your staff with innovative project development and marketing strategies custom-tailored to your business, target market and specialty. We'll provide dynamic insights and expert resources.

Benefits include:

- **BRANDING**
- **MARKETING COLLATERAL DEVELOPMENT**
- **CATALOG PRODUCTION AND PRINTING**
- **PHOTOGRAPHY AND VIDEO PRODUCTION AND EDITING**
- **WEBSITE DESIGN & NAVIGATION**
- **CONTENT CREATION**
- **SOCIAL MEDIA MANAGEMENT**
- **SEARCH ENGINE OPTIMIZATION**
- **EMAIL MARKETING**
- **PUBLIC RELATIONS AND MORE**

lerEXPO.com

With the decline of in-person events and the disappointing cost-benefit relationship with live events, there had to be a better way.

That is why lerEXPO was created. Built with 30 years of experience in the lower extremity space, lerEXPO brings together clinicians, manufacturers, and educators from a variety of specialties for online educational events. We are the ONLY online platform that offers both CEU and CME credited events, that brings educational content, Key Opinion Leaders, top clinicians, and manufacturers together under one umbrella. A single lerEXPO event can bring you hundreds of leads, pre- and post-marketing, and sales opportunities—something that live events could never provide—at a fraction of the cost.

Every lerEXPO event is a customized event, whether it is a CME event, CEU event, general information, or product release. We customize each event for your particular need and/or market

We Offer Different Packages:

Option 1: You provide the topic, speakers, and agenda and we build it for you. We can moderate your event or you can moderate and we'll provide all speaker training.

Option 2: We build the agenda, topics, provide and train the speakers, and moderate the event.

Option 3: Combination of both

We can pre-qualify leads for your event by creating polling questions to gather specific information that is important to YOU!

We market the event through our *LER* media network—lerMagazine (print/online), Social Media, lerMARKETPLACE, lerEXPO—and then provide post-event analytics, video of the event, and attendee feedback, and we work with the accrediting councils regarding credits, and so much more.

We can offer event-only promotions or discounts that help drive sales and have sales reps in the meeting, able to reach out to attendees in real time or have breakout rooms for anyone who wants more information on your product(s).

To learn what lerEXPO can do for you, contact rich@lermagazine.com to schedule a 15-minute free consultation.



50+
EVENTS HOSTED

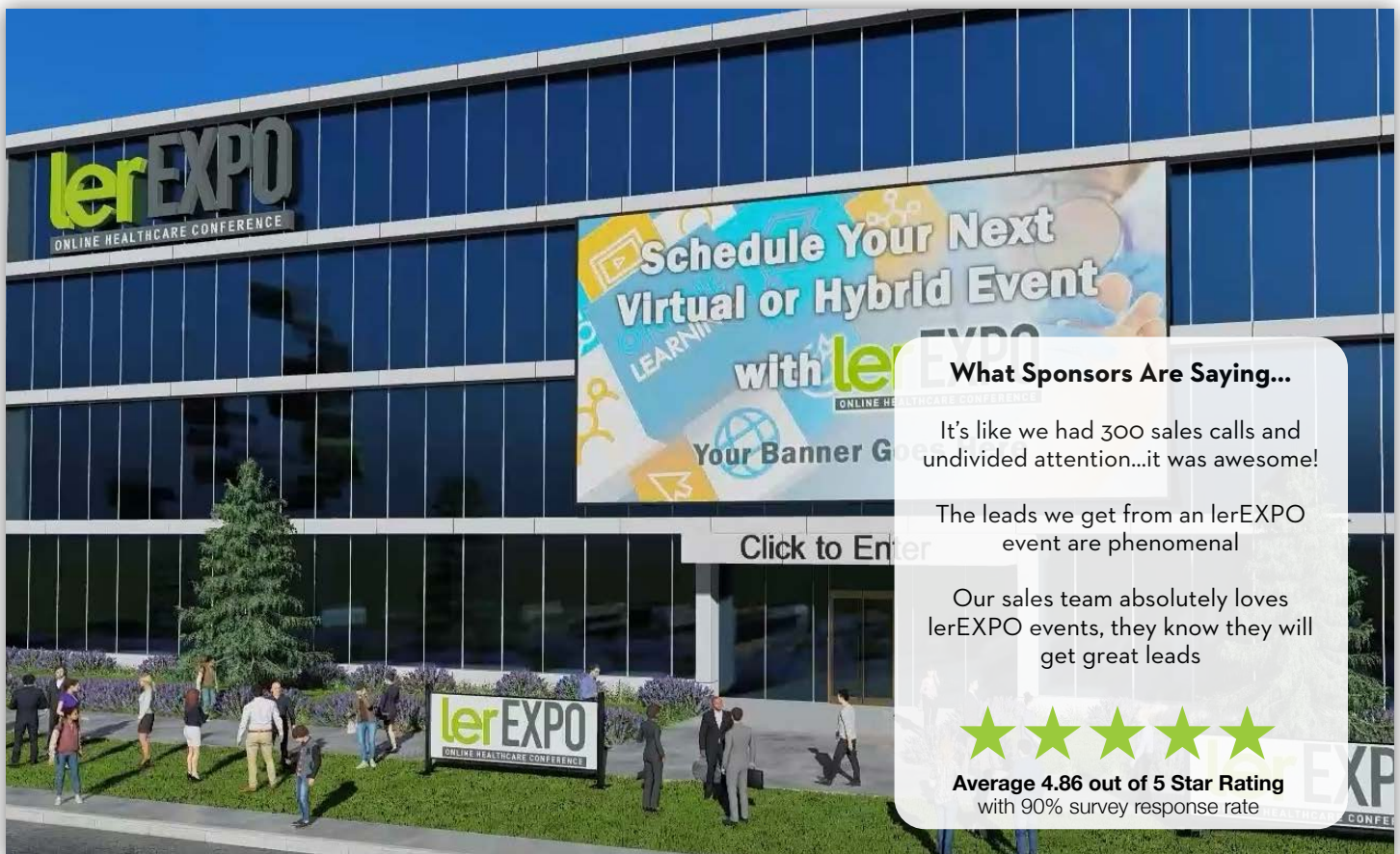


2,000+
POSITIVE COMMENTS

10,000+
EVENT ATTENDEES



200+
TOPICS COVERED



What Sponsors Are Saying...

It's like we had 300 sales calls and undivided attention...it was awesome!

The leads we get from an lerEXPO event are phenomenal

Our sales team absolutely loves lerEXPO events, they know they will get great leads



Average 4.86 out of 5 Star Rating
with 90% survey response rate

lerMARKETPLACE.com

lerMARKETPLACE.com is the only place where manufacturers can exhibit goods and services in a dynamic, interactive, virtual environment 24/7/365. Our team creates custom branded booths so exhibitors can display their products and offerings to highly targeted market segments.

Every lerMARKETPLACE booth is custom designed to meet exhibitors' needs in addressing the desired market—a venue for promoting special products, sales events, educational content, videos, or podcasts; a consumer-friendly location for letting customers download your catalog or order product; whatever your need, we want to build a booth just for you.

We market your booth through our numerous LER channels (lerMagazine, ler website, ler social media, lerEXPO, ler eblasts) to over 29,000 print readers and 195,000 monthly website visitors and provide you with the ability to market it to your customer base as well.

New for 2022, we can provide you access to an analytic dashboard to track booth activity to and from your booth.

Your booth is dynamic and can be updated with new products, links, videos, etc., any time. Your booth evolves as your business evolves.

If you are interested in learning what lerMARKETPLACE can do for you, contact rich@lermagazine.com to schedule a 15-minute free consultation and we will design a custom booth for you, at no cost.

Benefits include:

- 24 HOURS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR
- CAN BE LINKED TO YOUR SITE, SOCIAL MEDIA, EMAIL CAMPAIGNS
- CUSTOMIZED TO FIT YOUR NEEDS
- LER PROMOTES THE MARKETPLACE AND ANY MONTHLY BOOTH SPECIALS THROUGH LER SOCIAL MEDIA, EMAIL BLASTS, AND WEB PRESENCE.
- LINK TO VIDEO, AUDIO, CATALOGS, SALES PROMOTIONS, PRODUCT LAUNCHES, EDUCATIONAL MATERIAL, PROMOTIONAL EVENTS, AND MORE
- YOU CAN TIE IT IN WITH A LEREXPO EVENT
- MONTHLY UPDATES AT NO CHARGE

