

2009 QUEST

MDA's New Quarterly Magazine

*Reach over 400,000 targeted
consumers in print and online*

READERSHIP

CIRCULATION

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MDA[®]

WHAT'S QUEST?

- The award-winning magazine of the Muscular Dystrophy Association
- Distributed nationwide in print and globally at www.mda.org
- Cutting-edge articles on research and living with progressive muscle disease

What's New for QUEST 2009?

New Frequency, New Paper, More Content and Expanded Online Opportunities!

- MDA is "going green" by using recycled paper and shipping fewer issues
- New expanded quarterly issues offer more in-depth feature articles on topics such as research, mobility products and independence
- New Quest section on MDA's Web site offers current news and additional editorial – **plus new online marketing opportunities.**

What Stays the Same in QUEST 2009?

- **Same Low Prices!** In these tough economic times, Quest is on your side. Our already-low rates *will not go up* in '09.
- **Same Loyal Readers.** The majority read each issue cover to cover.
- **Same Target Market.** Quest reaches people with disabilities who need your products, as well as doctors, caregivers and therapists who can recommend your products.
- **Same Added Exposure** with free hot links to your Web site from the digital magazine!



WHO READS QUEST?

- More than 400,000 people – in print and online
- 80% have muscular dystrophy or related muscle diseases
- 90% of the above use a wheelchair or scooter
- 10% are physicians, therapists and other health care professionals
- 10% are family and caregivers



QUEST READERS INCLUDE:

- Teens, adults and retirees of all ethnicities and income levels
- Visitors to more than 200 major medical facilities
- Tradeshow attendees
- Internet surfers seeking medical information
- Health care professionals in clinics and hospitals around the country who are seeking the latest information on research and clinical trials



WHY CHOOSE QUEST?

- Published by MDA – one of the most trusted voluntary health organizations in the world
- Cost-effective target marketing to people who need your products and services – even in a slow economy
- 85% of Quest readers **don't subscribe to any other disability publication**
- Health care providers will see your ad and recommend your products and services to patients and colleagues

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QUEST CIRCULATION:

Compare these consumer disability publications:	Circulation*	Full-page Black & White Rate*	Cost Per Thousand Readers
New Mobility	24,000	\$3,370	\$140
Exceptional Parent	67,111	\$4,874	\$73
PN: Paraplegia News	25,506	\$1,925	\$75
Arthritis Today	704,790	\$23,525	\$33
Stroke Smart	80,000	\$9,320	\$117
Ability	210,000	\$6,830	\$33
QUEST	130,000	\$3,580	\$28

*Source: Cision

In addition to 130,000 print subscribers, the digital version of Quest is seen by thousands of visitors to the MDA Web site. All of Quest's print advertisers have hyperlinks from their print ads to their Web sites — **meaning thousands of additional consumers seeing your message.**

Quest also is distributed in 225 MDA clinics nationwide, ensuring that physicians, physical therapists and occupational therapists see your ad.

When you factor in Quest's high pass-along rate of 2.8 readers per issue and the added online exposure, your message is seen by more than 500,000 potential buyers!!

"We've used Quest to help us with equipment and knowledge and actually purchased our van through a company that was in Quest."

Gloria C., South Carolina, parent of a child with spinal muscular atrophy

QUEST 2009 EDITORIAL CALENDAR:

Each issue is jam-packed with important articles on research and medical findings, assistive technology, independence, travel, relationships, products for daily living, exercise and sports, inspirational people, personal opinion columns and much more. Here are a few of the articles scheduled for 2009:

JANUARY-MARCH ISSUE

Added distribution at SATH, ATIA, NMEDA, International Seating Symposium, Medtrade Spring

- Standers and standing aids
- Tax deductions for personal care assistants
- Camp primer for parents
- Telecommunications
- **AS THE WHEEL TURNS**
Wheelchair accessories

APRIL-JUNE ISSUE

Added distribution at NY/NJ and the Southern California Abilities Expos, AOTA, The Family Café, The HME Expo & Conference

- Special Section! Exercise and muscle disease
- New technology for staying fit
- IEP roundup
- Travel aids
- Accessible spas
- **AS THE WHEEL TURNS**
Wheelchairs & sports

JULY-SEPTEMBER ISSUE

Added distribution at Abilities Expo Minneapolis

- ADA roundup
- Voice-recognition software
- Adapted vans — Q&A
- Super scooters
- Adapted footwear
- **AS THE WHEEL TURNS**
Wheelchair lifts

OCTOBER-DECEMBER ISSUE

Added distribution at Medtrade, World Congress on Disabilities

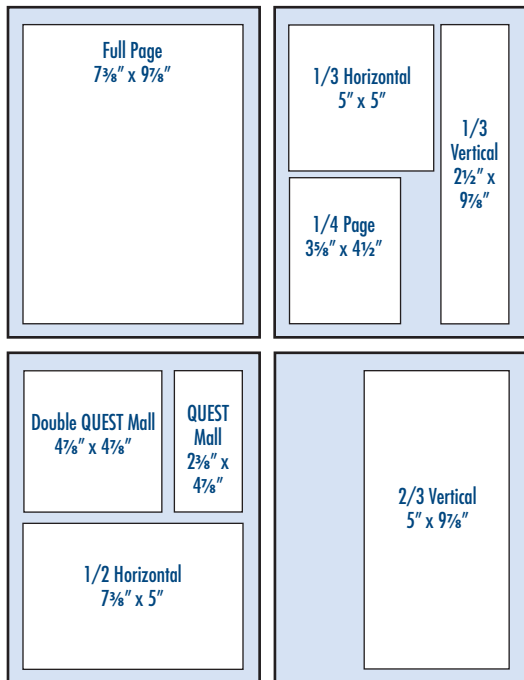
- “Pimp My Workspace”
- Service dogs
- Holiday Gift Guide
- Gene modification update
- Holiday eating: tricks & tools
- **AS THE WHEEL TURNS**
Wheelchair steering systems

QUEST PRINT AD SPECS:

Trim Size: 8³/₈" x 10⁷/₈"

Keep all live matter ¼" away from trim.

Bleed: Allow ⅛" for bleed trimmed off top, bottom and outside edges.



All files received should be ready for output. Files not ready to output according to the specifications required will be adjusted at a rate of \$75 per hour, or returned for corrections. All additional production charges, including layout, design, art or photographic work, will be billed at the adjustment rate.

	WIDTH	HEIGHT
Size of NON-BLEED ADS		
FULL PAGE AND COVERS	7 ³ / ₈ "	9 ⁷ / ₈ "
⅔ Page Vertical	5"	9 ⁷ / ₈ "
½ Page Horizontal	7 ³ / ₈ "	5"
⅓ Page Vertical	2 ¹ / ₂ "	9 ⁷ / ₈ "
⅓ Page Horizontal	5"	5"
¼ Page	3 ⁵ / ₈ "	4 ¹ / ₂ "
Double QUEST Mall	4 ⁷ / ₈ "	4 ⁷ / ₈ "
QUEST Mall	2 ³ / ₈ "	4 ⁷ / ₈ "
Size of BLEED ADS		
FULL PAGE AND COVERS (bleed four sides)	8 ⁵ / ₈ "	11 ¹ / ₈ "
Size of SPREAD ADS		
Regular 2-Page Spread (gutter bleed only)	15 ³ / ₄ "	9 ⁷ / ₈ "
BLEED 2-Page Spread	17 ¹ / ₄ "	11 ¹ / ₈ "
<i>On all spread ads, keep live headline copy and all live matter ¼" away from each side of center line.</i>		

QUEST PRINT AD DEADLINES:

2009 ISSUE	CLOSE DATE	MATERIALS DUE	MAIL DATE
January - March 2009	Nov. 20, 2008	Dec. 3	Jan. 6
April - June 2009	Feb. 6	Feb. 19	March 23
July - September 2009	May 8	May 21	June 22
October - December 2009	Aug. 7	Aug. 20	Sept. 21

SEND AD MATERIALS TO:

QUEST c/o Design Services
Muscular Dystrophy Association
3300 E. Sunrise Drive
Tucson, AZ 85718-3299
(520) 529-2000

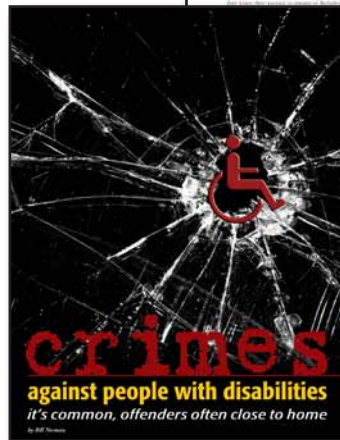
FTP site:
<ftp://64.254.118.141:2123>
User Name: design
Password: rt56wQ
Place ads in the Quest Magazine folder

E-mail: mtuncer@mdausa.org

Questions: Please call (866) 775-8568

"When we started advertising with Quest about 4 years ago, we tried a smaller ad in their Quest Mall section. The response was unbelievable! We now advertise in Quest Mall AND have a 1/2 page ad in every issue. We are very happy with the number of quality leads we receive and consider Quest to be our best media resource."

Jeff Wollmuth, Sales Manager Stand Aid of Iowa



QUEST ONLINE:

DIGITAL QUEST:

- Fully searchable exact replica of print magazine – right on your PC
- Hot links from your print ad to your Web site – at no additional charge!
- Over 35,000 page views per month; read by people around the world
- Customized viewing modes
- Share function makes it quick and easy to send useful information to doctors, therapists and caregivers
- Online targeted banners get you even more exposure



DIGITAL MAGAZINE BANNER SPECS:

File must be in GIF format

The GIF file must be no larger than 400 wide x 200 high measured in pixels

File size is limited to 3 Megs

File must be RGB Multiple hot zones are supported – URL is automatically “hot,” others need to be specified

The digital company will apply the frame and close button

The digital company will also link the GIF file image to Quest’s URL address

PRICES:

1X – \$500 per issue

2X-3X – \$350 per issue

4X – \$250 per issue

Special positions –
call for quote

Banner ads are available on a first-come, first-served basis to current Quest print advertisers in good standing.

2009 ISSUE

CLOSE DATE

MATERIALS DUE

DIGITAL EDITION LIVE

January - March 2009

Dec. 8, 2008

Dec. 23

Jan. 14

April - June 2009

Feb. 23

March 11

March 30

July - September 2009

May 25

June 10

June 29

October - December 2009

Sept. 9

Aug. 20

Sept. 28

NEW! QUEST SECTION ON MDA'S WEB SITE:

- Over 5 million visitors to MDA's Web site every year
- Editorial features not seen in Quest's print version
- Breaking research & clinical trial news – from one of the most respected medical associations in the world
- Online Product Directory with hot links to your Web site – FREE basic link for 3X & 4X print advertisers
- Sponsorship Packages include expanded product directory links with logos and product descriptions
- Exclusive Web Editorial sponsorships – your message will be the only ad on targeted editorial pages

QUEST ONLINE PRICES & SPECS*:

PRICE PER
QUARTER

PRICE PER
YEAR

Buttons 120 x 60 pixels

\$350

\$1,200

Vertical Banner 120 x 240 pixels

450

1,500

Skyscraper 120 x 600 pixels

650

2,200

Leaderboard (above content) 600 x 60 pixels

650

2,200

Editorial Sponsorship

Leaderboard and skyscraper ads bracket content;
no other paid ads on page

1,200

4,000

*GIF, JPG or SWF format is acceptable. All files must be RGB and 72 dpi. File size limit: 20k, Flash 30k.
Looping Y/3x. Animation Y/15 sec. No audio. Advertisers should specify what URL the ad should link to.*

Product Directory

Prominently displayed link on Quest's home page to a directory of products listed by category. Two options:

Basic Link

Includes company name and hot link to your Web site
Free to 3X and 4X print advertisers.

80

275

Expanded Link

Includes preferential placement, company name,
logo, 30-word description and hot link to your Web site.

135

450



*Premium placement may cost more

QUEST

For more about Quest advertising, call:
Maureen Tuncer, Advertising Sales Manager,
at (866) 775-8568 or (727) 726-5249.
e-mail: mtuncer@mdausa.org
fax: (727) 791-5957 or visit: www.questmag.org

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