

Arthritis Foundation Advertising MEDIA KIT

IN-HOME • IN-OFFICE • ONLINE

Arthritis Today Audience Snapshot

700,000 Rate Base AAM-Measured Circulation

4,349,000 Readers

70% Female

64 Median Age

86% 50+

\$46,300 Median Household Income

SOURCE: 2018 Fall GfK MRI



52 Million people impacted by 100 state legislative wins since 2014

26 major research projects worth >\$30 MILLION to pursue a cure

>1,800 campers at 42 camps around the country

137 local programs offering personalized help & support across 45 states

Arthritis.org Monthly Metrics

7,371,068 Page Views

2.4 Pages Per Session

2,432,344 Users

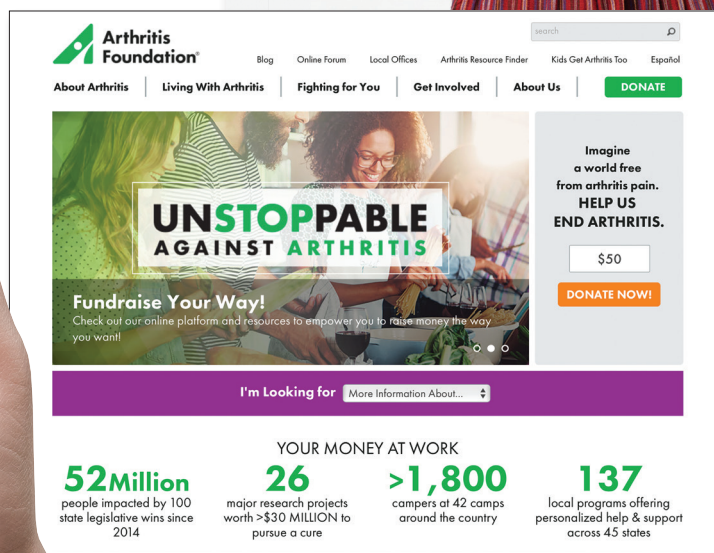
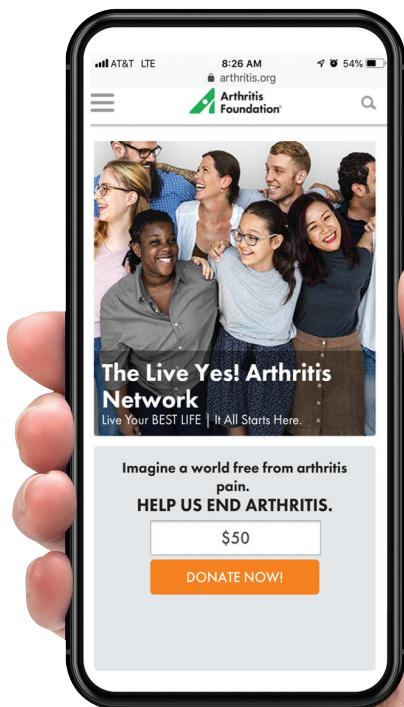
SOURCE: May 2019 Google Analytics

OUR MEDIA CHANNELS

The Arthritis Foundation media portfolio delivers your advertising message to a highly engaged audience in a content environment conducive to your brand's marketing message.

Arthritis Today

The nation's most trusted resource for healthy living, advice and inspiration



Arthritis.org

Cross-platform delivery of dynamic content and impactful advertising opportunities