

Media Kit

The International Body Psychotherapy Journal is a collaborative publication of two sister associations:

- [EABP](#) – European Association for Body Psychotherapy
- [USABP](#) – United States Association for Body Psychotherapy

This international Journal publishes in English twice a year. It is somatic psychology and body psychotherapy's most distinguished publication worldwide.

A Peer Reviewed Journal. The IBPJ is peer-reviewed by senior members of both associations, and by experts in related fields.

Mission. The Journal's mission is to support, promote and stimulate the exchange of ideas, scholarship, and research within the field of somatic psychology and body psychotherapy. It encourages an interdisciplinary exchange with related fields of theory and clinical practice.

History. The IBPJ celebrates its 20th anniversary this year. This collaborative international publication evolved in response to the tremendous growth in the field of body psychotherapy and somatic psychology. As interest continues to expand, the Journal aims to broaden its readers' horizons by inviting submissions of original theory, qualitative and quantitative research, experiential data, and case studies, as well as comparative and secondary analysis and literature reviews from clinicians and researchers practicing in healthcare fields across the globe.

Geographic Reach. The combined member association's reach for participation spans well over 29 countries, reaching regions such as North, Central, and South America, Europe, Asia, the Middle East, and Oceania.

The Editorial Team

Aline LaPierre, *Editor-in-Chief*

Christina Bogdanova, *Deputy Editor*

Antigone Oreopoulou, *Managing Editor*

Advertising & Sponsorship Opportunity

Audience. The Journal's readers are leaders in the field of somatic psychology and body psychotherapy. They are highly educated, widely read, computer-literate professionals who constantly seek to upgrade their knowledge and skills and find new treatments to expand their referral base.

Our audience of researchers, executive mental health professionals, psychologists, psychotherapists, health professionals, somatic practitioners, students, and bodyworkers, etc. turn to the IBPJ to expand their skills for top-down and bottom-up integrative approaches to addressing mental health issues.

They are remarkably responsive to IBPJ advertisers.

Print Readership Opportunity. With a readership of over 1800 (circulation, 800) advertisers have an opportunity to reach highly educated leaders in our field.

Digital Readership Bonus. Your participation in our print issue includes exposure to our digital readers and our digital download readers.

Newsletter Readership Bonus. Your participation includes mention and presence in the USABP subscriber newsletter announcing the latest edition release. List count, 5700 records.

USABP Calendar Bonus Placement. The Journal does not advertise dated events, but If your organization offers dated event such as workshops or trainings, these will be included in the USABP Event Calendar.

Book Review Section Sponsorship. Support our Book Review section with a sponsorship in that section.

Forum Sponsorship Priority. From time to time the USABP will be putting on special events that address the topics covered in the latest IBPJ Issue. As a Journal sponsor and/or advertiser, you will have priority consideration to be the title sponsor for upcoming Forums. Contact Liam Blume to discuss your participation in our next Forum.

Print Placement • Dates • Rates

This biannual Journal is the low-cost, high-return opportunity for reaching innovators and influencers.

Rate reductions are available for early participation and for purchasing our 2-issue sponsorship package shown below in the 2X column.

Display Ads

All ads are black/white • Without placement • Payable in USD

Size	1X	2X
Full Page		
Rate	\$400	\$375
Early	\$375	\$350
Half Page		
Rate	\$250	\$225
Early	\$225	\$200
Back Page	\$425	\$400
Back Cover Inside	\$450	\$425

Placement in Book Review Section

All ads are black/white • Page placement TBD • Payable in USD

Size	1X	2X
Full Page		
Rate	\$425	\$400
Early	\$400	\$375
Half Page		
Rate	\$275	\$250
Early	\$250	\$225

Issue Dates & Ad Deadlines

Issue Date	Early Submission	Reservations Due	Materials Due
Spring/Summer May	March 30	April 15	April 20
Fall/Winter December	October 30	November 15	November 30

Payment Terms

Choose MasterCard, VISA, Discover, check, or money order.

Payment must be received by the deadline or a late fee of 1% every 30 days may be applied.

Credit Card payment will need to account for processing fees.

Copy and Contract Policy

1. Sponsorship and advertising space are reserved for messaging that covers topics related to books, films, digital media, and videos as well as to institutes, schools, trainings, and somatically-informed health care providers seeking to publicize their modalities.
2. Except for publisher book discounts, offers should not be time sensitive. For dated events, we request that you refer readers to your website and social media.
3. The publisher reserves the right to reject any advertisements.
4. Payment is due at time of order unless credit has been established. Terms for those with established credit: Net due with invoice.
5. No cancellations accepted after reservation closing date.
6. Rates are subject to change upon notice from the publisher.
7. The publisher reserves the right to charge advertiser any production costs due to failure to meet required specifications.
8. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with set policies.
9. All advertising is published with the full understanding that the advertiser and agency assume full responsibility and liability for advertising submitted, printed, or published.
10. The liability of the publisher for any error for which the publisher may be held legally responsible, including errors in the key numbers, or typeset by the publisher or failure to publish an ad will not exceed the cost of the space.
11. Publisher reserves the right to insert the word "Sponsorship" or "Advertisement" above or below any copy.
12. All positions are considered requests only, unless position premium charge is added.
13. Agency commission is 15% gross. "Agency" is recognized as an independent creative and billing service that acts on behalf of the advertiser. No in-house agencies are recognized.

Display Ad Technical Requirements

Full Page Size

178 x 255 mm • portrait orientation

Half-Page Size

178 x 125 mm • landscape orientation

Size, Bleed, and Binding

- When prepared, the files must be on a 1:1 scale.
- If there are elements that are supposed to be printed reaching the edge, you must provide at least 2 mm bleeds for cropping on all bleed sides of the document.
- Place important elements or texts more than 5 mm from the cutting line.

Resolution

- The recommended resolution for bitmaps in your print files is 300dpi.
- You can achieve acceptable results with a resolution of not less than 150dpi. If it is lower, there will be noticeable defects.

Fonts

- If you submit PDF files for printing, the fonts must be embedded in the document.
- For any other vector format (EPS, CDR), they must be converted to curves.
- If you use a raster-based file format (TIFF, PSD), the fonts must be rasterized. Please look at our resolution recommendation above.

File Formats

- The recommended format for submitting files for printing is PDF, saved with print settings.
- Alternative file formats are TIFF and EPS, saved with appropriate settings and print quality.

Contact for Further Information

For questions regarding placement or to request a recent issue of our Journal, please contact:
Liam Blume
USABP Marketing Director

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The Art and Science of Somatic Praxis

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