

EDGE Media Group

The O&P EDGE is an **independent** media company that covers the clinical, business, regulatory, and human aspects of the **orthotic, prosthetic, and pedorthic** communities directly, objectively, and with breadth and depth. Through **technology** and smart partnerships, we strive to offer the widest variety of print and online information and communications to the largest audience. Our passionate and **professional staff** is committed to serving our clients and readers, helping each one to navigate the **dynamic and evolving OP&P** healthcare landscape.

Affirmation

I certify that the statements made in this report are correct and complete based on published Media Guides and/or USPS statements.

Tonja Randolph

Tonja Randolph, Publisher

Contact

Kim Espinosa & Claire Zach
 sales@opedge.com
 303.255.0843
 www.opedge.com

CIRCULATION

#1 **EDGE** The O&P Magazine

We are pleased to report an unparalleled 100% confirmed subscription rate. The people who receive *The O&P EDGE* want to receive it.

- **16,000+** copies printed monthly on average.
- **88%** of our circulation is mailed directly to practitioners and industry professionals—more than any other OP&P magazine.
- **20:1** preferred by industry professionals and decision makers over other industry publications.
- **2015, 2016, and 2017 Tabbie Award Winning Publication!**



#1 **OPEDGE** .com Website

- **1,552,811** the average number of pages visited per month on opedge.com.
- **438,742** the average number of visits to opedge.com per month.
- **38,631** the average number of people who visit the opedge.com home page per month.



#1 **EDGE DIRECT** E-NEWSLETTER

Monthly newsletter emailed **FREE** to subscribers.

- **16,300+** subscribers, growing daily.
- **18%** open rate.
- **6%** click rate.



Delivered to practitioners' + decision makers' email in-boxes.



AUDIT COMPARISONS

Actual circulation in orthotics, prosthetics, and pedorthics in 2016.

The O&P EDGE	19,138
O&P Almanac.....	13,495
LER.....	9,118*

*12,087 including physical therapists



The #1 magazine, website, and e-newsletter within the orthotic, prosthetic, and pedorthic professions.

MAXIMIZE YOUR ROI

Don't let your advertising message get lost in broad-based publications that dilute content to serve unrelated multi-disciplinary professionals.

CONTACT

Kim Espinosa
& Claire Zach
sales@opedge.com
303.255.0843
www.opedge.com



2015, 2016, and 2017
Tabbie Award Winner
in multiple categories!

#1 Magazine Website E-Newsletter

SMART PARTNERSHIPS

We are proud to be involved in advancing the interests of the OP&P professions and its knowledge base through our longstanding partnerships with various businesses and organizations, including:

O&P Digital Technologies

Our partnership has made opedge.com the #1 website for the OP&P professions.



The American Academy of Orthotists and Prosthetists

The Academy TODAY, brought to you by the Academy and published by EDGE Media Group, is mailed quarterly with *The O&P EDGE*.



National Association for the Advancement of Orthotics and Prosthetics

Regular editorial updates about O&P policies and legislation provided by NAAOP.



VALUE ADDED SERVICES

	<i>The O&P EDGE</i>	<i>O&P Almanac</i>	<i>LER</i>
Independent publication	X		X
FREE showcase ad with each full-price, full-page display ad purchased	X		
FREE showcase highlight online with purchase of full-price showcase ad	X		
FREE print ad exposure in an online flip-magazine	X	X	
FREE company listing in ad index in print	X	X	X
FREE link in flip-magazine and on website with every print ad	X		
FREE online posting of print ad	X		
FREE monthly ad reports	X		
FREE online advertiser index	X		X
FREE ad index feature stores your print ads online forever	X		
FREE online reader requests from current issue	X		X
FREE online reader requests from past issues	X		
Advertiser supported education offerings	X	X	
List rentals for direct mail campaigns	X		X
Specialty gate covers	X	X	
Cover bursts	X		
Print Calendar section	X	X	
Online Calendar section	X	X	X
Print and online Classified section	X	X	
Online facility search	X		
Online Product & Services Directory, searchable by company or category	X		
Advertorials	X	X	X
Bonus distribution at industry shows	X	X	X
Bonus distribution at consumer shows reaching orthotic end-users & amputees	X		