



emdriaTM
EMDR International Association

CREATING GLOBAL HEALING, HEALTH & HOPETM

2026 Media

KIT

E-News

Go With That Magazine[®]

CE Spotlight

www.emdria.org



3,174 K



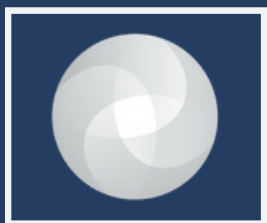
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Media
KIT

E - News

AUDIENCE

EMDR International Association is a membership organization of 17,000+ mental health professionals dedicated to the highest standards of excellence and integrity in EMDR therapy.

REACH

Reach 18,000+ members through our monthly e-news, quarterly printed and digital magazine, and podcast.

E - NEWS ADVERTISING RATES

	Member	Non-Member
Standard, 1x	\$500	\$725
Standard, 3x *	\$700	\$1,025
Standard, 12 x	\$2,100	\$2,800
Footer Banner, 1 x	\$800	\$1,025
Footer Banner, 3 x *	\$1,100	\$1,400
Footer Banner, 12 x	\$3,500	\$4,000

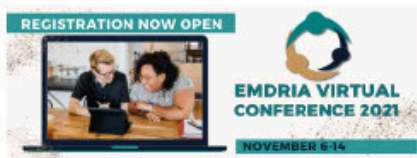
*consecutive issues must be in calendar year

The advertising deadline for the monthly E-News is the first day of each month. Advertising is subject to approval. Prepayments only.

E-News advertising file specs:

- Standard Ad: JPG/PNG or GIF file formats only. Dimensions: 250 x 250 pixels
- Footer Ad: 2 images are required (one for desktop and one for mobile), JPG/PNG or GIF file formats only. The desktop version dimensions are 700 x 200 pixels, and the mobile is 500 x 100 pixels.
- The URL for your ad link

E-NEWS AD EXAMPLES



Annual Conference Early Bird Registration Pricing Ends September 30

Early bird registrants save \$50 on their conference registration. Join your colleagues for the 2021 Virtual Annual Conference in November that includes live speaker access after the session is finished. This year's conference features:

- 38+ sessions
- A new Spanish track
- 78 hours of Continuing Education, and
- 90+ days of post-event access for earning CEs

[Click here](#) to see our speakers, topics or to register.

Member Tip: Accessing your EMDRIA 2020 Virtual Conference CEU Certificates

Please follow the steps:

1. Visit www.pathlms.com/emdria
2. Sign in (top right) with your EMDRIA account login information.

Paid Advertisement

Paid Advertisement

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EMDRIA Communities: Patient Privacy

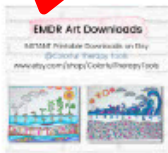
Patient privacy is a real issue for practicing therapists and is taken seriously in the communities. Sometimes you need to reach out to your colleagues for advice concerning a specific case or a much-needed referral.

The [online communities](#) are a great place to turn to reach a large or particular group of professionals with your inquiry. We don't need to provide an overview of HIPAA guidelines to trained professionals. Still, it is essential to note that while the EMDRIA communities are open only to members, what a member posts can be easily shared elsewhere.

So how much can you reveal? Some members recommend using an age range and not the specific age of a client. Also recommended is naming a region or area as opposed to a particular town or city. The [Code of Conduct](#) states that should you submit personal information, including personal health information, regarding a patient or other third party, you are responsible for ensuring that such third parties have been informed of and have given their consent, to the extent required by law, to the disclosure of their personal information.

EMDRIA staff can moderate posts in line with the code of conduct, but it is up to you to protect the privacy of your patients and referrals. Remember that the Reply to Individual option is available. You can always backchannel to discuss in more detail privately with an individual.

In [EMDRIA communities](#), we hope that you obtain the advice that you need. **Please make sure that you login to access this member-only resource.**



Paid Advertisement

Standard Ad

3. In the page that load next (Home page), under the Content Tab, select the arrow on the left of EMDRIA Virtual Conference 2020.
4. Select each day.
5. Access your CEU certificates from there.

Scholarship Deadline for Virtual Conference is September 15

The deadline to apply for a scholarship to attend the 2021 Virtual Annual Conference is fast approaching. [Click here](#) to review the requirements or apply.



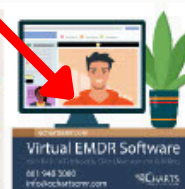
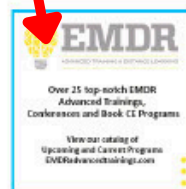
Paid Advertisement

A Resource You Need: Building Your EMDR Practice Toolkit

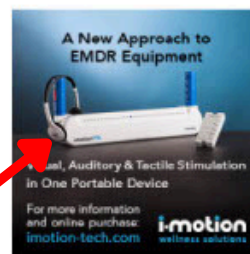
Are you new to EMDR therapy? Or, do you need information about how to build your practice? Our [Building Your EMDR Practice Toolkit](#) contains valuable information for you such as:

1. EMDR Client Tools
2. Our Intro to EMDR Therapy YouTube video with how-to directions and coding you can use to embed the video on your website.
3. EMDR Therapist Tools

Please make sure that you login to access this member-only resource.



Footer Banner Ad



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EMDR International Association
7000 N Mo Pac Expy, Ste 200
Austin TX, 78731-3013
info@emdria.org
512-451-5200

QUICK LINKS:
[EMDRIA Website](#) | [Online Community](#)
[Coronavirus Clinical Resources](#)

COMMUNICATION PREFERENCES:
[Update Your EMDRIA Email Preferences](#)
[Unsubscribe](#)

higher logic

Ad placement varies each month based on quantity.

- The E-News open rate is 66%.
- More than 4,000 members forward their E-News to someone else.

Published quarterly, **our award-winning** Go With That Magazine® is written by practicing EMDR therapists, trainers, and approved consultants for active members. The content is rich in research and offers practical advice and tips for **18,000+ EMDRIA™ members**. Our digital edition remains accessible on our website.



According to our **2025 Membership Survey**:

- **86% of members** are extremely satisfied with GWT® and rank it as the **#1 member benefit**
- **74% of members** use GWT® as an EMDR therapy resource for their practice
- Almost half of our readers determine, authorize or approve products and services.

Magazine Vision

To foster healing, health, and hope by defining, disseminating, and promoting standards and innovations in EMDR therapy and trauma-informed care.



Target Audience

EMDRIA™ members who want to stay current with knowledge and developments in the field of EMDR therapy and to enhance their credibility in the field. We support members through education and informational materials they can use with current and prospective clients and colleagues who may refer clients for EMDR therapy.

Reader Profile

GWT Magazine® readers are both member clinicians, new to EMDR therapy, and interested in learning how to use their newly acquired training, and members who are also seasoned psychologists, psychotherapists, licensed social workers, therapists, and counselors who have practiced EMDR therapy for several years and feel comfortable with EMDR therapy.



Media

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Go With That Magazine®

		Member	Non-Member
Full Page Ad, 1X		\$1,000	\$1,500
Full Page Ad, 4X		\$3,000	\$4,500
Half Page Ad, 1X		\$700	\$1,000
Half Page Ad, 4X		\$2,000	\$3,500

Winter 2026: Case Conceptualization

Ad space closes January 5, 2026

Artwork due January 7, 2026

Spring 2026: EMDR and Complex Trauma

Ad space closes March 25, 2026

Artwork due April 10, 2026

Summer 2026: EMDR Consultation

Ad space closes July 1, 2026

Artwork due July 15, 2026

Fall 2026: Early EMDR Intervention/Low Intensity

Ad space closes October 1, 2026

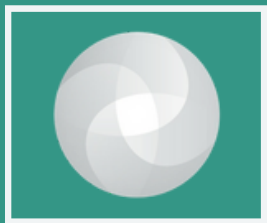
Artwork due October 16, 2026

We mail the print magazine to all members in the U.S.A.

All members have access to the digital edition [here](#).

CONTACT

media@emdria.org



Media

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Go With That Magazine®

GO WITH THAT® ADVERTISING SPECS

FULL Page(with Bleed)

8" x 10" (8.5 x 10.5" with Bleed)

Recommendation: No text/valuable content outside 7.5" x 9.5"

FULL Page (no Bleed)

6.75" x 8.5"

1/2 Page Horizontal

6.75" x 4.25"

1/2 Page Vertical

3.375" x 8.5"

Advertising File Requirements

- 300 dpi at the correct size
- CMYK (not RGB)
- ALL linked/embedded support files should be converted to CMYK
- Convert all fonts to art/outlines
- Preferred file formats: .PDF.AI(embed all linked files).TIF.EPS

EMDRIA Advertising Policy

- Conference advertisements are acceptable if the event is not within 60 days before or after our annual conference or summit.
- Educational offerings must be approved for EMDRIA credit. Details can be found [here](#).
- Membership advertising or fund solicitation is prohibited.
- Prepayment only.

COUNSELOR'S CORNER

Counselor's Corner

The answers below are a sampling of replies to a post in the EMDRIA Approved Consultant's online community ~~that was posted on~~ October 15, 2020. To view the entire discussion, create your profile or join one of our 19 online communities or Special Interest Groups (SIGs). Please visit www.emdria.org/emdria-community.

Question: What types of interventions are available to reduce a client's fear about processing trauma?
— Camille Cunningham, LMFT, ATR, EMDRC, EAC

Answers: Returning to the basics, the first issue is to explore the nature of the client's fear. Is the fear realistic? Is the fear based on past experiences in which reprocessing left the

client overwhelmed and unable to function? Is the fear based on misinformation or lack of information? Is the fear associated with another, early memory? Is a pre-reflective fear associated with another part of the personality that is developmentally fixated? Various examples could be offered to illustrate these and other fears that can arise. Each would lead to a different choice for

how to address and resolve the fear. How can a technique be selected without an understanding of the nature of the fear in the context of a case formulation? Any intervention should be selected based on the nature of the issue.

Andrew Leeds, Ph.D.

I target the fear of doing EMDR therapy work and set up the protocol around the fear. What is the picture of your worst fear doing this (e.g. I'll go crazy and end up in the hospital. I'll hurt someone, etc.); N/C; P/C, etc., and the client generally works it out that way. Then we start the original trauma target.

Helen Orton, M. Ed.



EMDRIA
OnDemand

Discounts for members
New courses added
View content from the 2018 & 2019 EMDRIA Conference


<https://www.emdria.org/emdr-training-education/continuing-education/emdria-on-demand/>

The advertisement features a dark blue background with a faint image of a pen and paper. On the right, there is a circular inset showing a woman with dark hair, wearing a patterned top, sitting and using a laptop. The text is white and orange, with a small orange bookmark icon next to the list of benefits.

GO WITH THAT MAGAZINE® AD EXAMPLES

EMDRIA Member
Practice Resources -
Available Online

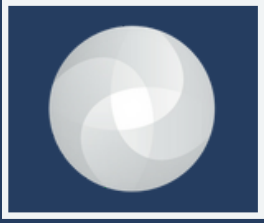
**STAY INFORMED, WELL-
PREPARED, AND WELL-
CONNECTED**



- Coronavirus Clinical Resources
- Building Your EMDR Practice Toolkit
- EMDR Consultation Toolkit
- Military Toolkit &
- EMDR Early Intervention

www.emdria.org/publications-resources/practice-resources/

Half-page Vertical Ad Sample
Note: Ad size is NOT to scale



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CE Spotlight

REACH

We send our monthly EMDRIA™ CE Spotlight email to our 18,000+ EMDRIA members. Through a sponsored email campaign, we can help amplify your brand, drive qualified leads, and reinforce your positioning as a trusted EMDRIA™ Credit Provider.

CE SPOTLIGHT DETAILS

- EMDRIA™ Credit Providers will be able to purchase two training listings per month in our CE Spotlight email.
- We have up to 20 trainings per month in each spotlight email.
- The cost is \$1,000 per month, whether you submit one or two trainings. Payment will be taken up front. We accept Visa, MasterCard, and Discover.
- The CE Spotlight emails will be sent on the fifth of each month, no matter whether that day falls on a weekday.
- Ad listing reservations will be on a first-come, first-served basis. Once a month fills up, you will no longer be able to purchase an ad listing and will need to choose an alternative month.
- The listings will include the date, the name of the training, the instructor, and the hyperlink of your choosing.

[CE Spotlight Purchase](#)