



2025 Media Kit

BEHAVIORAL HEALTH NEWS

*Your Trusted Source of Mental Health and Substance Use Disorder
Education, Information, Advocacy, and Quality Resources*

BehavioralHealthNews.org

[View the Current Issue](#) • [Editorial Calendar](#) • [Browse Articles by Topic](#) • [Quarterly Issue Archives](#)

Behavioral Health News Metrics

235,000

Annual Page Views

19,500

Page Views/Month

1,500

Educational Articles

95

Quarterly Issues

100%

Free - No Paywall

About Behavioral Health News

Behavioral Health News (BHN), formerly Mental Health News, is published by the 501(c)(3) nonprofit Mental Health News Education. BHN offers the behavioral health community trusted, evidence-based information on scientific research, clinical best practices, family issues, advocacy, and vital resources. The publication raises the bar in the field by delivering practical content from subject matter experts, including professionals, family members, and individuals with lived experience.

BHN is committed to improving the lives of those facing mental health challenges and substance use disorders, along with their families and the professionals who serve them. We collaborate with leading agencies and educational institutions across the U.S. to unite and strengthen systems of care, raise awareness of key policy issues, and connect consumers to quality community programs and evidence-based services. We also advocate for addressing the harmful effects of stigma surrounding mental illness and substance use disorders.

Our Founder’s Story: “From the Depths of Despair to a Mission of Advocacy”

Ira Minot, Founder of Mental Health News Education, share’s his personal journey through a ten-year battle with severe mental illness. The lack of mental health education and resources available during his struggle motivated Ira to create Behavioral Health News, committed to improving lives through education and advocacy on behalf of others facing similar challenges.

[Read About Ira’s Journey](#)



Ira H. Minot, LMSW

Behavioral Health News is Dedicated to Excellence



Ira H. Minot, LMSW

Our Guiding Principles

Evidence-Based Excellence

We are committed to providing science-backed content and clinical best practices, ensuring we remain a trusted source for the autism community.

Collaborative Partnerships

We deliver hope through education by partnering with leading provider agencies and educational institutions across the U.S. and internationally, all dedicated to improving lives.

Advocacy for Change

Our platform empowers self-advocates, families, and professionals to address key social issues and combat the harmful effects of stigma in the community.

Integrity in Action

Reader trust is paramount. We uphold the highest standards to ensure our published content is accurate, reliable, and of the highest quality.

A Note From the Publisher

Thank you for joining us in our mission to improve lives and support the mental health and substance use disorder communities!

Behavioral Health News (BHN) is the premier resource for families and professionals, dedicated to improving lives with trusted, science-based information, advocacy, and access to quality community resources.

Since 1999, BHN has built a targeted, behavioral health-focused audience and earned the trust of valued advertising partners by promoting only evidence-based articles and resources proven safe and effective for individuals living with mental health challenges and substance use disorders. BHN reaches healthcare leaders, professionals, families, and caregivers, offering a unique platform to promote treatment programs, support services, educational opportunities, events, and more.

With over 19,500 monthly page views and a growing social media following, BHN has grown significantly. Our fully digital platform, launched in 2021, features a free-to-access library of 1,500+ educational articles, weekly email newsletters, webinars, and our quarterly publication.

Partnering with BHN ensures your message reaches a highly engaged, behavioral health-focused audience while aligning with a trusted, mission-driven publication. Together, we can make a lasting impact on the behavioral health community.

We look forward to collaborating with you!

Ira Minot

Founder, [Mental Health News Education](#)

Publisher, [Behavioral Health News](#)

iraminot@mhnews.org



[Autism Spectrum News](#) | [Behavioral Health News](#)

The Father and Son Team Behind Behavioral Health News and Autism Spectrum News

Surviving an extreme hardship in a person's life can often provide them with a unique perspective on the difficulties they have had to endure. It can also ultimately make them stronger and lead them down a path to helping others.

That is the story behind Ira and David Minot, the father and son team who publish [Autism Spectrum News](#) and [Behavioral Health News](#).

Ira is a survivor of mental illness that began in his mid-30s. His 10-year life and death battle with treatment-resistant depression left him homeless, destitute, and forced him to begin his life all over again. His son David grew up in the shadow of his father's illness and witnessed firsthand how a mental illness and the stigma attached to it can bring even the strongest person to their knees.

In his recovery, Ira realized that there was a gap in the recovery model of our mental health system as, at that time, there were no educational publications that reached consumers and their distressed families to provide information on treatment options, coping strategies, and community resources available to them in their community.

Motivated by his personal experience and a desire for something better, Ira set out to address this unmet need to improve the lives of consumers living with mental illness and their families. With the help of many dedicated and supportive leaders in the mental health community, he created a quarterly newspaper in 1999 called Mental Health News, which in 2013 became Behavioral Health News to also address the needs of the substance use disorder community.

Inspired by his father's vision and with his own understanding of the importance of providing community education, David joined his father in 2007 to launch Autism Spectrum News with a mission improving lives by providing a trusted resource of safe and proven-effective education and information for the autism community.



Ira and David Minot

In keeping with the publication's evidence-based mission, Autism Spectrum News has an esteemed [Editorial Board](#) that will only accept articles and advertising offering science-based information and/or promoting treatments that have been proven safe and effective for autistic individuals.

Mental Health News Education (MHNE), publisher of Autism Spectrum News and Behavioral Health News, is a 501(c)(3) non-profit organization that is committed to improving the lives of individuals living with autism, mental illness, and substance use disorders as well as their families and the professional communities that serve them by providing a trusted source of science-based information, education, advocacy, and quality resources in the community.

Today, Autism Spectrum News and Behavioral Health News are online publications with a combined annual readership of over 500,000 providing free access to over 3,000 educational articles. While the publications have evolved over the years, Ira and David continue their unwavering commitment to their mission of providing hope and improving lives through education.

Mental Health News Education Board of Directors

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New York State Psychiatric Association

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Executive Staff

Ira H. Minot, LMSW, Founder and Publisher

David Minot, Executive Director

Behavioral Health News Website Statistics

235,000

Annual Page Views

19,500

Page Views/Month

The BHN Social Media Community



Partnering with Leading Organizations

Providing Essential Education Directly to Individuals, Families, and Professionals

Acacia Network • ACMH Care Management and Housing • Advantage Mosaic Group • AHRC New York City • Albert Einstein College of Medicine • Allure Specialty Pharmacy • Association for Community Living • AtlantiCare • Beacon Health Options • Behavior Therapy Associates • Birch Family Services • Blythedale Children's Hospital • Bridging Access to Care • BronxWorks • Center for Career Freedom • Center for Urban Community Services • Central Nassau Guidance & Counseling • Cityblock • Columbia University School of Social Work • Community Access • Comunilife • Concern for Independent Living • Concert Health • Coordinated Behavioral Care • CoveCare Center • Crystal Run Village, Inc. (CRVI) • Devereux Advanced Behavioral Health • Didi Hirsch Mental Health Services • DynamiCare Health • Federation of Organizations • Fountain House • Four Winds Hospital • Franklin County Community Services • Genoa Healthcare • Gerstein Fisher • Health Management Associates • Healthfirst • HeartShare Human Services of New York • Hispanic Counseling Center • Hope House • Human Development Services of Westchester • Inperium • Institute for Community Living • Irwin Siegel Agency, Inc. • Janssen • Jefferson County Community Services • Johns Hopkins School of Medicine • LAMB Insurance Services • Melmark • Metro Community Health Centers • MHA of Nassau County, NY • MHA of Westchester, NY • MHS Assessments • Montefiore Medical Center • Mutual of America Financial Group • MVP Healthcare • Nassau County Department of MH/CD/DD Services • Nathan Kline Institute for Psychiatric Research • New York Psychotherapy and Counseling Center • New York State Psychiatric Association • NewYork-Presbyterian • NextGen Healthcare • NY Department of Health and Human Services • Northside Center for Child Development • NY City Department of Health and Mental Hygiene • NYS Office of Addiction Services and Supports (OASAS) • NYS Office of Mental Health (OMH) • NYU McSilver Institute • NYU Silver School of Social Work • Odyssey House • Optum Health • Outreach • Partners Health Plan • People USA • People's United Advisors • Primary Care Development Corporation • Project Renewal • Putnam County MHA • Putnam Family & Community Services • RANE Risk Intelligence • RIP Medical Debt • Ruderman Family Foundation • Rutgers University Behavioral Health Care • Ryan Health • Samaritan Daytop Village • SCO Family of Services • Search for Change • Seaway Valley Prevention Council • Service Program for Older People (SPOP) • Services for the Underserved • South Shore Child Guidance Center • St. Joseph's Residential Services • The Bridge • The Center for Career Freedom • The Coalition for Behavioral Health • The Guidance Center of Westchester • Unique People Services • United Healthcare • Vibrant Emotional Health • VIP Community Services • Visiting Nurse Service of NY • Weill Cornell Medical Center • WellLife Network • Westchester County Department of Community Mental Health • Westchester Jewish Community Services

For more information contact David Minot, Executive Director, at dminot@mhnews.org

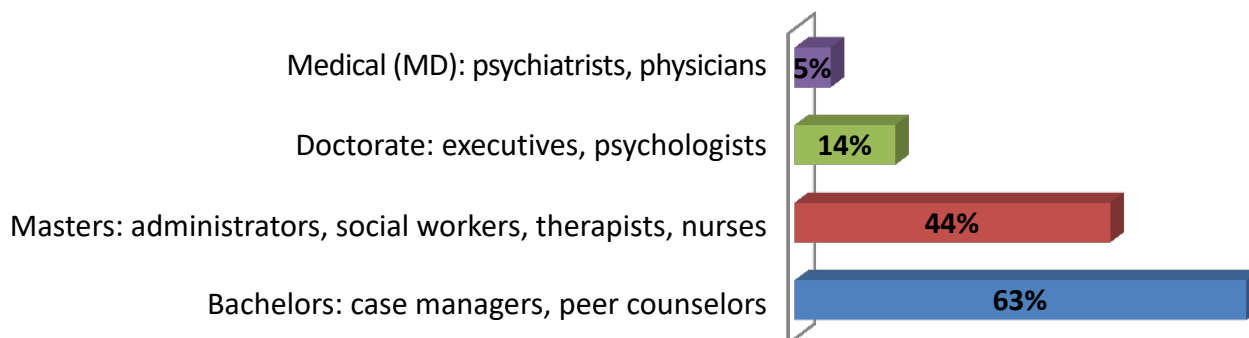
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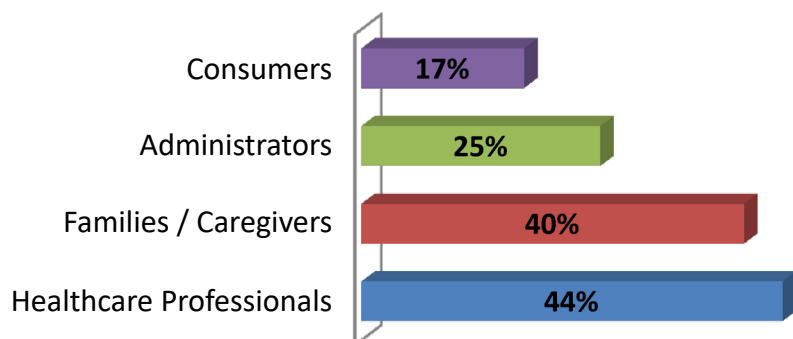
Behavioral Health News Has a Loyal, Actively Engaged Readership

- 97%** Very satisfied or satisfied with BHN
- 69%** Shared an article via email or social media
- 48%** Discussed an article with staff or students
- 15%** Quoted an article in a speech or memo
- 64%** Usually read each issue cover-to-cover
- 60%** Read three or four of the last four issues

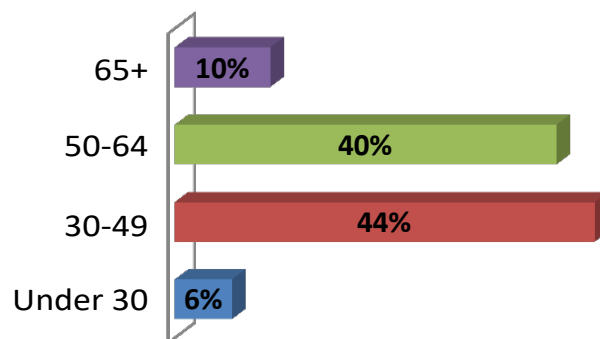
Professional Readership



Broad Readership



Age Range



Behavioral Health News Editorial Calendar

Issue	Theme	Deadline	Est. Release
Summer 2025	Supporting Maternal Mental Health and Reducing Stigma	6/20/25	7/23/25
Fall 2025	Understanding and Treating Anxiety and Depression	9/10/25	10/16/25
Winter 2026	Behavioral Health Care Workforce Development & Innovation	12/9/25	1/14/26
Spring 2026	Supporting Peer Services in Behavioral Health	3/12/26	4/22/26

Article Submission Guidelines

To submit an article, please [contact us first](#) to discuss your topic idea. While topics aligned with the issue's theme are preferred, other topics will be considered upon approval from the publisher. All submissions must be educational, informative, and uphold the high standards of our publication.

- **Length:** Articles should generally be between 750 and 1,500 words, accompanied by a short title.
- **Author Details:** Include a byline beneath the title:
[Full Name(s) with academic credentials (if any)]
[Job Title]
[Organization Name]
- **Photo:** Provide an uncropped, high-resolution color photo of the author(s) along with any relevant images that complement the article. Include captions for all images.
- **Article Summary:** Include a 1-3 sentence summary for use in our newsletter and on social media.
- **Citations:** Use in-line citations where appropriate, with full references at the end of the article (embedded links are also acceptable).
- **Contact Information:** Include 1-2 sentences at the end of the article with contact details (e.g., website, email, phone).
- **Footnotes:** Please do not include embedded footnotes. Instead, provide unlinked footnotes with the referring details at the end of the article.
- **Approval:** If you represent a community organization, health facility, or association, the article must be approved by your organization's Executive Director, CEO, or Public Relations Director.

Promotional Content

Articles containing promotional content, website backlinks, or self-promotional “advertorials” will require an accompanying [paid advertisement](#) of a quarter page or larger.

Editorial Standards

In keeping with our evidence-based mission, we do not accept articles offering unproven information or treatments. All content is subject to approval by the Publisher.

Submission Format

Articles must be submitted as a final Word Document to dminot@mhnews.org, preferably a few weeks before the announced deadline date.

Behavioral Health News Sponsorship Opportunities

SPONSORSHIP DETAILS	PLATINUM	GOLD	SILVER
Annual Cost	\$7,000	\$5,000	\$3,000
Advertising and Article Space with forward placement in four consecutive quarterly issues of BHN - View the current issue for examples	Full Page Advertisement	Half Page Advertisement	Quarter Page Advertisement
Leaderboard Advertising on BHN Website run sitewide on 1,500+ article posts with no paywall - Positioned below the top BHN logo	2 months	1 month	–
Top Banner Advertising in BHN Update Newsletter - View an example	3 Newsletters	2 Newsletters	1 Newsletter
Linked Logo Placement for 1 Year - On the BHN website - In four BHN quarterly issues - In all 52 bi-weekly BHN Update newsletters	✓	✓	✓

Current Sponsors:

PLATINUM



GOLD



SILVER



Subscribe to Behavioral Health News



Behavioral Health News Update

BehavioralHealthNews.org

Subscribe to receive the weekly BHN Update newsletters featuring even more behavioral health education, information, advocacy, and resources!

Behavioral Health News

Quarterly Publication Advertising Details

We can create a Customized Promotional Package to meet your marketing needs!

See the next page for additional advertising opportunities.

Interested in advertising or have a question? [Contact us](#) for more information.

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Quarterly Issues

100%

Free - No Paywall

Included with All Quarterly Publication Advertising:

- The [quarterly issue](#) with your advertisement is emailed to our targeted contacts
- Ads with an article also receive their own [dedicated post](#)
- Ads and articles are featured in a [BHN Update Newsletter](#)
- Ads with an article are promoted to our followers on [Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)

STANDARD RATES	REGULAR FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	BUSINESS CARD
Single Issue Rate	\$1,150	\$875	\$575	\$350	
Annual 4-Issue Rate (25% off)	\$3,450	\$2,625	\$1,725	\$1,050	\$600

PREMIUM RATES	FULL PAGE				HALF PAGE	QUARTER PAGE
	Inside Front	2nd Inside Front	Back Cover	Regular		
Single Issue Rate	\$5,500	\$4,500	\$3,500	\$2,500	\$1,500	\$1,000
Annual 4-Issue Rate (25% off)	\$16,500	\$13,500	\$10,500	\$7,500	\$4,500	\$3,000
VIP Placement in the Publication	✓	✓	✓	✓	✓	✓
Social Media Promotional Post	✓	✓	✓	✓	✓	✓
Top Banner Email Newsletter Ad single rate: 1 annual rate: 3 newsletters	✓	✓	✓	✓		
Leaderboard Sitewide Website Ad single rate: 1 annual rate: 3 months	✓	✓	✓	✓		

For more information contact David Minot, Executive Director, at dminot@mhnews.org

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Behavioral Health News

Additional Advertising Opportunities

Website Advertising

Leaderboard Ad: \$500/month

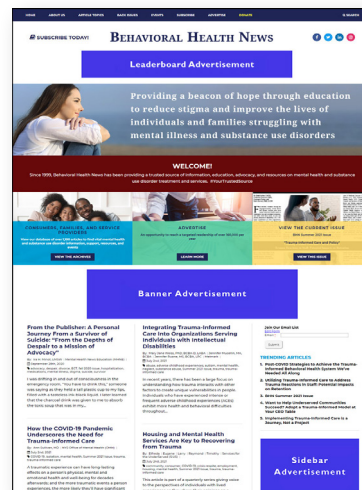
- Sitewide on 1,500+ article posts with no paywall
- Positioned below the top BHN logo
- Size: 728 px wide x 90 px tall

Banner Ad: \$300/month

- Homepage only
- Positioned above the article previews section
- Size: 800 px wide x 250 px tall

Right Sidebar Ad: \$300/month

- Homepage only
- Positioned below the trending articles list
- Size: 530 px wide x 315 px tall



View Website Ad Layouts

Ad Within an Article Post: \$400 (example)

- Published direct to the website (not part of a quarterly issue)
- Size: 800 px wide x 500 px tall

Conditions:

- Price is per month if placed on an already published article
- If accompanied by an original article submission, price is for permanent placement and the website post will be shared in a BHN Update Newsletter and on social media

BHN Update Newsletter

Top Banner Ad: \$200/newsletter (example - NYS Suicide Prevention Conference)

- Emailed to the BHN email subscribers every week on Thursdays
- Size: 600 px wide x 250 px tall

Social Media

Promotional Post: \$150/post (example)

- Shared to [Facebook](#), [LinkedIn](#), and [Instagram](#), and [Twitter](#)

Community Events Calendar

Event Listing: \$150/event (example)

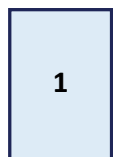
- Includes full event details with a link for more information and to register for your event

Behavioral Health News News

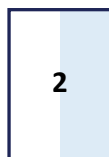
Quarterly Issue Advertisement Size Specifications

ADVERTISEMENT SIZE	WIDTH	HEIGHT
1) Full Page	10.4"	12.8"
2) Half Page Vertical	5.1"	12.8"
3) Half Page Horizontal	10.4"	6.4"
4) Quarter Page Vertical	5.1"	6.4"
5) Quarter Page Horizontal	10.4"	3.1"
6) Eighth Page Vertical	5.1"	3.1"
7) Eighth Page Horizontal	10.4"	1.5"
8) Business Card (1/16 page)	5.1"	1.5"

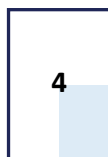
Full Page



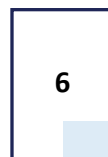
Half Page



Quarter Page



Eighth Page



Business Card



Quarterly Issue Advertisement Conditions

- Payment is expected in full at the beginning of the Ad run. Credit card payments can be [made here](#). Make checks out to **Mental Health News Education** and mail to: 460 Cascade Drive, Effort, PA 18330
- Artwork should be submitted as a PDF in RGB color at 300 ppi.
- Please provide a URL for the clickable digital ad.
- The 25% discounted Annual Rate runs for 4 consecutive issues. Changes may be made prior to the deadline of each consecutive issue. Please notify the Publisher ahead of time that changes will be made.

Please direct any questions or concerns about advertising production, transmission, billing, or pricing to Ira Minot, Publisher, at (570) 629-5960 or iraminot@mhnews.org.