

Media Kit.

Company overview, approved boilerplate, hearing-health facts, editorial architecture, resource highlights, and brand assets for media, partners, and organizations.

Hearing Is makes hearing health **easier to understand and harder to ignore.**

Hearing Is is a media and education platform focused on hearing health, technology, prevention, accessibility, news, and real-world experiences.

MISSION

Make hearing health more relevant to everyday life.

WHAT MAKES IT DIFFERENT

Hearing Is combines human editorial judgment with a domain-specific editorial intelligence architecture designed to turn fragmented public information into source-aware, publication-ready knowledge.

EDITORIAL POSTURE

Evidence-aware, clinically informed, neutral, non-promotional, and human-reviewed.

ONLINE

hearingis.org
linkedin.com/company/hearingis/
facebook.com/hearingis

Five editorial pillars. One hearing-health lens.

01

Health

Hearing loss, tinnitus, audiology, research, and healthier hearing.

02

Technology

Hearing aids, cochlear implants, OTC devices, AI, Bluetooth, Auracast, and emerging tools.

03

Prevention

Noise exposure, safer listening, work, recreation, and practical hearing protection.

04

News

Research, accessibility, industry developments, policy changes, and hearing-health news.

05

People & Stories

Patients, families, clinicians, advocates, experts, and community voices.

EDITORIAL QUESTION

What does this mean for a real person?

A large health issue with **everyday** consequences.

37.5M

U.S. adults report some trouble hearing.

NIDCD

28.8M

U.S. adults could benefit from hearing aids.

NIDCD

1.5B+

People globally live with some degree of hearing loss.

WHO

\$2.4B

Estimated U.S. hearing-aid market revenue in 2025.

GRAND VIEW RESEARCH

\$5,225

Average private-pay price for a pair of top-end hearing aids at traditional clinics.

HEARINGTRACKER

25M

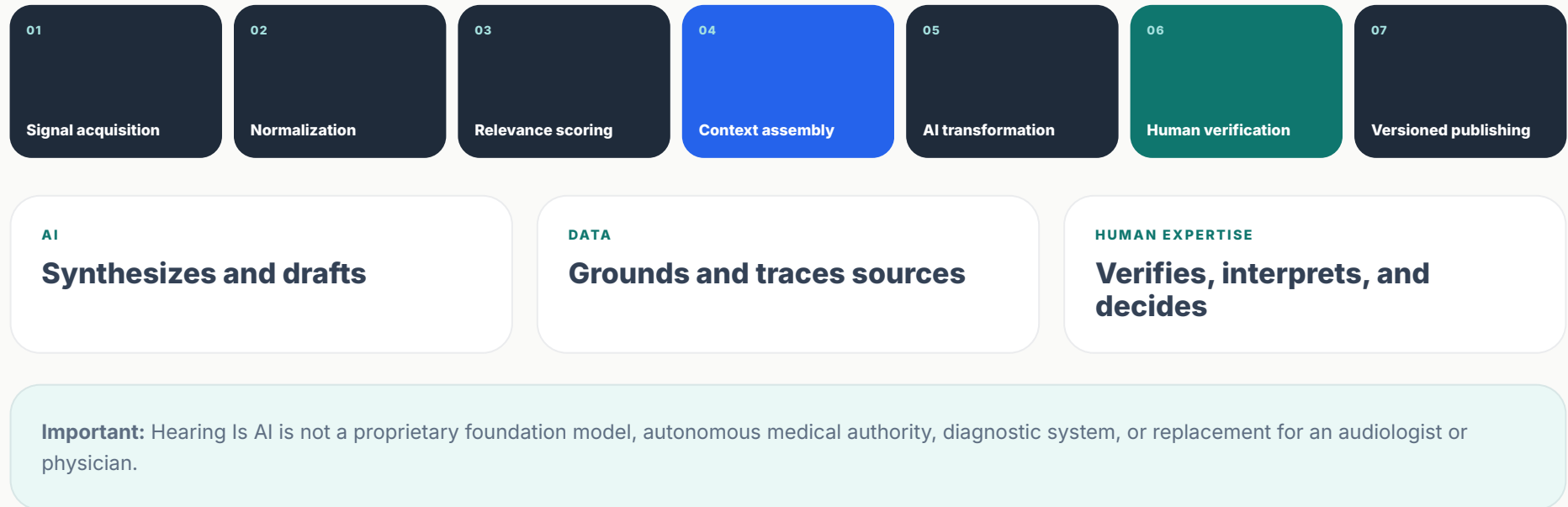
U.S. adults experienced tinnitus lasting at least five minutes in the past year.

NIDCD

Figures are presented as currently used on hearingis.org. Media should verify current source dates and methodology before republishing statistics in time-sensitive coverage.

A human-in-the-loop editorial intelligence workflow.

Hearing Is AI operates above the foundation-model layer. The system controls source intake, context, editorial constraints, human review, and publication.



Built to work with mission-aligned experts and organizations.

Hearing healthcare providers

Audiologists, ENTs, practices, and clinical groups that can add expertise and real-world context.

Technology companies

Organizations building hearing devices, accessibility tools, connected audio, and emerging hearing technology.

Researchers

Academic, clinical, and public-health researchers working on hearing, tinnitus, prevention, and auditory science.

Patient advocates

People and groups representing lived experience, access, inclusion, and community needs.

Nonprofits and communities

Mission-driven groups that can extend hearing-health education into places people already gather.

Ways to collaborate

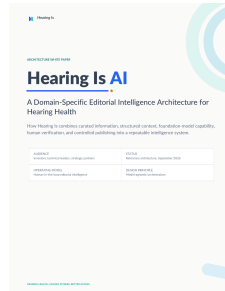
Educational collaborations, expert interviews, awareness campaigns, technology explainers, community programs, and mission support.

Resources built for different audiences and decisions.



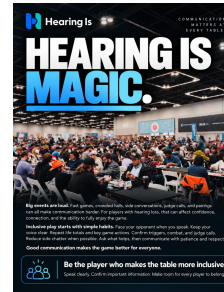
How Hearing Is AI Works

High-level infographic



Hearing Is AI Architecture

Technical white paper



Hearing Is MAGIC.

Inclusive communication poster



Hearing Is FREEDOM.

Military hearing-health poster

RESOURCE STRATEGY

The Resources library is designed to expand with explainers, research summaries, technical documents, downloadable guides, and tools for patients, professionals, organizations, and decision makers.

Press-ready **company language.**

ONE LINE

Hearing Is is a media and education platform making hearing health easier to understand, more relevant, and part of everyday life.

SHORT BOILERPLATE

Hearing Is covers hearing health, technology, prevention, accessibility, news, and real-world experiences. Its editorial approach combines clear public education with source-aware research, clinically informed context, and human review.

EXTENDED BOILERPLATE

Hearing Is is a hearing-health media and education platform designed to make complex information easier to understand and more useful in everyday life. The platform covers hearing loss, tinnitus, audiology, hearing technology, prevention, accessibility, research, industry developments, and human stories. Hearing Is also developed a domain-specific editorial intelligence architecture that combines curated public information, relevance scoring, structured context, generative drafting, human verification, and controlled publishing. The goal is not to replace clinicians, researchers, or editors, but to create a more disciplined path from fragmented information to clear, source-aware communication.

PREFERRED DESCRIPTOR

Hearing-health media and education platform with a human-verified editorial intelligence architecture.

Where Hearing Is can **add context.**

Hearing aids

Technology differences, consumer claims, pricing, adoption, and patient expectations.

Tinnitus

Research, management, public understanding, and responsible communication.

Prevention

Noise exposure, safer listening, work, military service, recreation, and protection.

Accessibility

Communication access, inclusive design, events, captions, connected audio, and participation.

Hearing technology

Cochlear implants, OTC products, Bluetooth, Auracast, AI features, and emerging devices.

Research translation

Turning technical studies into accurate, understandable explanations without overstating findings.

AI + editorial systems

Human-in-the-loop publishing, context engineering, source provenance, and responsible generative workflows.

Human stories

How hearing affects connection, family, health, safety, work, identity, and independence.

Use the brand **clearly and consistently.**



APPROVED ASSETS

- Primary horizontal lockup
- Brand mark
- Reverse lockup
- Hearing Is AI infographic
- Hearing Is AI Architecture white paper
- Campaign poster examples

MEDIA AND PARTNERSHIP INQUIRIES

Use the Work With Us form at hearingis.org.

SOCIAL

LinkedIn: linkedin.com/company/hearingis/
Facebook: facebook.com/hearingis

USAGE NOTE

Do not recolor, stretch, crop, or add effects to the logo. For co-branded use, maintain clear space and keep the Hearing Is mark visually independent.