



Women's Healthcare

A CLINICAL JOURNAL FOR NPs

The official journal of  **NPWH**
NURSE PRACTITIONERS
IN WOMEN'S HEALTH
Caring for Women

2022 MEDIA KIT
& ADVERTISING RATE CARD

A HEATHCOM MEDIA BRAND



SALES, PRODUCTION AND EDITORIAL

2

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Issuance and Closing: Frequency

Bimonthly (Feb, Apr, Jun, Aug, Oct, Dec) issues are distributed in print and digitally to all members of the National Association of Nurse Practitioners in Women’s Health (NPWH). Additional distribution to nurse practitioners is sent in digital format.

Issues and Dates	Closing Date	Material Due Date	Deployment Date
February 2022	1/12/22 (Wed)	1/17/22 (Mon)	2/9/22 (Wed)
April 2022	3/9/22 (Wed)	3/14/22 (Mon)	4/11/22 (Wed)
June 2022	5/4/22 (Wed)	5/9/22 (Mon)	6/8/22 (Wed)
August 2022	7/6/22 (Wed)	7/11/22 (Mon)	8/10/22 (Wed)
October 2022	9/7/22 (Wed)	9/12/22 (Mon)	10/12/22 (Wed)
December 2022	11/9/22 (Wed)	11/14/22 (Mon)	12/14/22 (Wed)

Contact your Account Manager for details

Editorial: General Editorial Direction

Women’s Healthcare: A Clinical Journal for NPs is a comprehensive peer-reviewed journal written by thought-leaders in the nurse practitioner community about relevant topics specific to women’s health issues. The journal provides vital clinical data, information, news and insight from authoritative experts that enhances quality patient care as well as providing NPs with a wide variety of information ranging from clinical to policy and best practices. The journal is presented in a fresh, reader friendly print and digital format. Issues are mailed and deployed quarterly to over 32,000 nurse practitioners. Digital content features videos, click-through data, lead generation, etc.

The Q3 issue is printed for distribution at the annual NPWH

Conference: Average Issue Information

Number of articles/departments per issue:	8-10
Average length of articles:	2-6 pages

Every issue includes:

- **Two to three peer-reviewed, science-based clinical feature articles**
- **Message from Editor-in-Chief**, Beth Kelsey, EdD, APRN, WHNP-BC, Assistant Professor, DNP Program Director, School of Nursing, Ball State University
- **Assessment and Management** – Topical short summaries of scientific research, guidelines, and reports that highlight key “take-aways”
- **Policy & Practice Points** – Designed to help NPs optimize their clinical practice and stay current
- **Patient Education** – Highlights patient education, tool kits, websites, and other resources
- **NPWH News and Updates** – News and updates from the leading voice for Nurse Practitioners who are treating women every day
- **Continuing Education** - Topical CE activities accredited by the NPWH to meet the educational needs of NPs who provide care for women across the lifespan.

Origin of Editorial:

Staff-written:	25%
Solicited:	60%
Submitted:	15%

Editorial is reviewed by the Managing Editor, Editor-in-Chief, and other subject matter experts.

Rates and Discounts

Rates effective January, 2022. 15% agency discount on total of ad space, color and position charge. Frequency is calculated based on the total number of advertising pages in a 12-month period.

2022 Print Journal Rates (Gross)

Black and White Rates	1x B/W	3x B/W	6x B/W	12x B/W
Full page	\$4,270	\$3,830	\$3,280	\$2,850
Half page	\$2,570	\$2,300	\$1,980	\$1,720
Quarter page	\$1,410	\$1,280	\$1,090	\$950
Four Color	\$1,100			

2022 Print Journal Rates (Gross)

4 COLOR Rates	1x C	3x C	6x C	12x C
Full page	\$5,370	\$4,930	\$4,380	\$3,950
Half page	\$3,670	\$3,400	\$3,080	\$2,820
Quarter page	\$2,510	\$2,380	\$2,190	\$2,050
Four Color	\$1,100	included above		

Agency discount: 15%

Supplied Inserts Rates:

Furnished inserts are billed at the black and white rate times the number of insert pages. Two-page insert (one leaf): Two-times earned frequency rate. Four-page or larger insert: Black & White earned frequency rate per page.

Preferred Positions

Cover 4	50%
Center Spread	50%
Cover 2	30%
Cover 3 and Opposite TOC	25%
Opposite NPWH Editorial	15%
Opposite Editor-in-Chief	15%
Cover Tips	Contact Publisher

Circulation

Distribution to 32,000 nurse practitioners in a combination of print and/or digital. Digital distribution includes delivery in a turn-page format with live links, offering advertisers the ability to drive significant brand engagement with this influential audience.

General Information

Requirements or Restrictions for Pharmaceutical Products

Advertisements must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher and NPWH.

- Editorial Research**
 Editorial research is conducted on a regular basis.
- Ad/Edit Information**
 - Ad/Edit Ratio 40/60%
 - Average Folio 52 pages

Mechanical Reproduction Requirements

Ad and Bleed Sizes Page Size	Non-Bleed	Bleed
2-page spread (submit as single pages)	7" x 9 3/4"	8 1/4" x 11 1/8"
Full page	7" x 9 3/4"	8 1/4" x 11 1/8"
Half page - vertical	3 3/8" x 9 3/4"	4" x 11 1/8"
Half page – horizontal	7" x 4 3/4"	8 1/8" x 5 1/2"
Quarter page	3 3/8" x 4 3/4"	NA

AD REPRODUCTION REQUIREMENTS

Half-tone Screen – 133-line screen.

- *Women’s Healthcare: A Clinical Journal for NPs* is printed web offset using computer-to-plate technology.
- Digital artwork required. Mac files are preferred.
- Application file formats accepted are: Hi-res PDF, QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop.
- PDF/X-1a files preferred. Fonts should be embedded. Files should be written at 300 dpi; 2400 x 3263 pixels.
- Pages must be built according to final trim size (8" x 10 7/8"). All bleeds should be 1/8" beyond page trim size. All text should be kept 1/2" from trim.
- For eps files using fonts, be sure fonts are converted to outline or rasterized.
- We print at a 133-line screen; therefore, an image resolution of 275-300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application

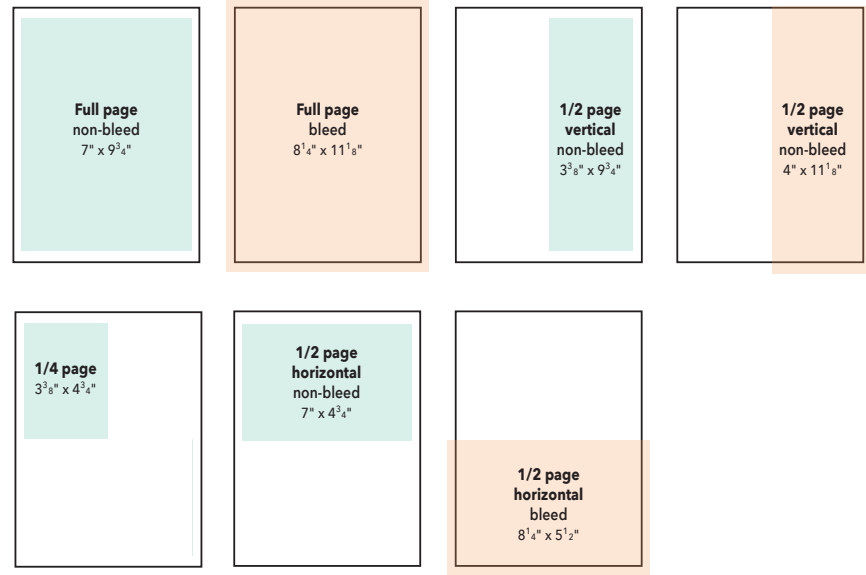
and re-import it into your layout document at 100%.

- Convert all images to CMYK (not RGB). No spot colors.
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- InDesign/Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialogue box.
- Files can be submitted electronically through email, Dropbox, or other file transfer system.
- SWOP standards apply.

For any production questions, please contact:

Chris Evans Gartley , Director of Production Services

Phone: 215-489-7004, Email: cevansgartley@healthcommedia.com



Issue	Features	Departments	
February 2022	<ul style="list-style-type: none"> CE: Recognizing signs/symptoms of possible autoimmune disorders and initial workup 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary
April 2022	<ul style="list-style-type: none"> CE: Contraception 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary
June 2022	<ul style="list-style-type: none"> CE: Assessment and management of PMS/PMDD in the adolescent 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary
August 2022	<ul style="list-style-type: none"> CE: STIs in pregnancy 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary
October 2022	<ul style="list-style-type: none"> CE: Urinary incontinence 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary
December 2022	<ul style="list-style-type: none"> CE: Assessment and treatment of migraine headaches 	<ul style="list-style-type: none"> Clinical resources On the case Policy and Practice Points 	<ul style="list-style-type: none"> DNP projects Focus on sexual health Commentary

NPWomensHealthCare.com: Our content includes:

- Clinical, practical, useful nurse practitioner articles with commentary and thought leadership from NP and nursing and industry leaders.
- Leadership – our leaders share best practices and deliver content that guides future leaders.
- News on Drugs and devices — editorial specific to the latest drug therapy options and best practices — a hot topic for nurses.
- Continuing education – multi-platform delivery of continuing education credits; the lifeblood to nursing career advancement.
- Latest NPWH news — current issues facing nurses and program updates from NPWH.
- Health news from around the nation – premier source for health information and health news from around the world.
- Careers – general career opportunities, tips and job-hunting information.
- Focused thought leadership through our Advisor Series Resource Center. We take the expertise of leaders in all areas of nursing and drive topic-specific awareness.
- Native Advertising — creative ads in the user’s content experience and usually take the form of the content on the page. HCM employs, four types of native ad units: Story Ad, Video Ad, Product Ad, and App Install Ad.

Display Ad Guide



Banner Ad Unit	File Specs	Cost-Per-Thousand*
Leaderboard*: Super, Standard (Mobile: 320 x 50 px)	970 x 90 px or 728 x 90 px	\$75/M
Medium Rectangle	300 x 250 px	\$50/M

* For Leaderboard and Super Leaderboard sizes, please supply 320 x 50 px ad unit for mobile optimization.

Custom Publishing and Projects – NP Women’s Healthcare

Webinars: Develop a thought leadership, multi-channel webinar campaign that highlights best practices in key clinical areas aligned to your product or brand education initiatives. Our turn-key events include all production services and tailored marketing campaign to promote audience registration and engagement to our nursing audience. Clients will receive metric and leads throughout the campaign.

- Client/HCM selects speaker(s)
- Live or pre-recorded presentation using On24 Webinar Services
- Live or a pre-recorded Q&A
- Audience generation campaign
- Metric reporting
- OnDemand campaign (post-live event)
- *Content development subject to HCM Webinar Protocol

Advisor Series Resource Centers:

Advisor Series Resource Center (ASRC) are site-based resource centers featuring topics in key clinical areas and interest. ASRC’s leverage SEO and e-mail marketing tactics to drive engagement with a key, targeted audience. Sponsor’s have the opportunity to own 100% share of voice on their preferred topics and received a custom marketing plan to reach their core audience.

Video:

Video has become an essential part of how hospitals, clinics, nursing schools, and other healthcare facilities teach, train, and communicate. The video format has become the preferred medium in healthcare settings, as it is a simple tool that can quickly and effectively convey information better than text, and that can be shared and reviewed easily anytime and anywhere.

Supplements and Sponsored Content:

Contact associate publisher for details.

Custom E-Mail Marketing:

Launch a custom e-mail marketing campaign to reach your targeted nursing audience via location, highest level of degree, specialty, and more. Custom campaigns can include targeted e-mail blasts or custom, single-topic e-newsletters with 100% share of voice.

For more information and pricing, please contact:

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