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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.

<table>
<thead>
<tr>
<th>2023 Issue Dates</th>
<th>Closing Date</th>
<th>Material Due Date</th>
<th>Deployment Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>January 11</td>
<td>January 16</td>
<td>February 8</td>
</tr>
<tr>
<td>April</td>
<td>March 8</td>
<td>March 13</td>
<td>April 12</td>
</tr>
<tr>
<td>June</td>
<td>May 3</td>
<td>May 8</td>
<td>June 14</td>
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<td>August</td>
<td>July 5</td>
<td>July 10</td>
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<td>October</td>
<td>September 6</td>
<td>September 11</td>
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<tr>
<td>December</td>
<td>November 8</td>
<td>November 13</td>
<td>December 13</td>
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</tbody>
</table>

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 six times a year 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:

- **Three to four peer-reviewed, science-based clinical feature articles**
- **Message from Editor-in-Chief**, Beth Kelsey, EdD, APRN, WHNP-BC, FAANP, NPWH Director of Publications.
- **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:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Staff-written:</td>
<td>10%</td>
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<tr>
<td>Solicited:</td>
<td>60%</td>
</tr>
<tr>
<td>Submitted:</td>
<td>30%</td>
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</table>

Editorial is reviewed by the Editor in Chief, Managing Editor, and other subject matter experts.
**Rates and Discounts**
Rates effective January, 2023. 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.

**2023 Print Journal Rates (Gross)**

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tr>
<td><strong>4 Color</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$5,800</td>
<td>$5,325</td>
<td>$4,730</td>
<td>$4,265</td>
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<tr>
<td>Half page</td>
<td>$3,965</td>
<td>$3,675</td>
<td>$3,325</td>
<td>$3,045</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,715</td>
<td>$2,575</td>
<td>$2,365</td>
<td>$2,215</td>
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<tr>
<td><strong>B/W</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$4,700</td>
<td>$4,225</td>
<td>$3,630</td>
<td>$3,165</td>
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<tr>
<td>Half page</td>
<td>$2,865</td>
<td>$2,575</td>
<td>$2,225</td>
<td>$1,945</td>
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<tr>
<td>Quarter page</td>
<td>$1,615</td>
<td>$1,475</td>
<td>$1,265</td>
<td>$1,115</td>
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</table>

4-Color Rate per page $1,100  
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**

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Cover 4</td>
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</tr>
<tr>
<td>Center Spread</td>
<td>50%</td>
</tr>
<tr>
<td>Cover 2</td>
<td>30%</td>
</tr>
<tr>
<td>Cover 3 and Opposite TOC</td>
<td>25%</td>
</tr>
<tr>
<td>Opposite NPWH Editorial</td>
<td>15%</td>
</tr>
<tr>
<td>Opposite Editor-in-Chief</td>
<td>15%</td>
</tr>
<tr>
<td>Cover Tips</td>
<td>Contact Publisher</td>
</tr>
</tbody>
</table>

**Circulation**
Distribution to 24,000 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

<table>
<thead>
<tr>
<th>Ad and Bleed Sizes Page Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread (submit as single pages)</td>
<td>7” x 9 3/4”</td>
<td>8 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7” x 9 3/4”</td>
<td>8 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>Half page - vertical</td>
<td>3 3/8” x 9 3/4”</td>
<td>4” x 11 1/8”</td>
</tr>
<tr>
<td>Half page - horizontal</td>
<td>7” x 4 3/4”</td>
<td>8 1/8” x 5 1/2”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3 3/8” x 4 3/4”</td>
<td>NA</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Full page non-bleed</th>
<th>7” x 9 3/4”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 page vertical non-bleed</td>
<td>3 3/8” x 9 3/4”</td>
</tr>
<tr>
<td>1/2 page horizontal bleed</td>
<td>8 1/8” x 5 1/2”</td>
</tr>
</tbody>
</table>

Women’s Healthcare 2023 MEDIA KIT & ADVERTISING RATE CARD
## 2023 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Departments</th>
</tr>
</thead>
</table>
| **February 2023** | • CE: Headache in pregnancy management  
• Fertility preservation among oncologic populations  
• Hypertension in pregnancy  
• Male infertility | • EIC message  
• NPWH Position Statement  
• DNP projects | • Clinical resources  
• Professional development |
| **April 2023**   | • CE: Acne differential diagnosis  
• Update on hormone therapy for young women with primary ovarian insufficiency  
• PTSD and maternal health  
• Evaluation and treatment of women with prenatal palpitations | • EIC message  
• On the case  
• Focus on sexual health | • Commentary  
• Clinical resources |
| **June 2023**    | • CE: Medication management of early pregnancy loss  
• Promoting mental health during prenatal/postpartum periods with self-care strategies  
• Women and alcohol: SBIRT in medical settings  
• Gut microbiome and use of probiotics | • EIC message  
• NPWH Position Statement | • On the case  
• DNP projects |
| **August 2023**  | • CE: Recurrent UTI  
• Disparities in gynecologic cancers  
• Current evidence-based options for gGAS  
• Adoption | • EIC message  
• On the case | • DNP projects |
| **October 2023** | • To be determined | • EIC message  
• NPWH Position Statement | • On the case  
• DNP projects |
| **December 2023**| • To be determined | • EIC message  
• On the case  
• Professional development | • Commentary  
• Clinical resources |

*Lineups are subject to change*
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

<table>
<thead>
<tr>
<th>Banner Ad Unit</th>
<th>File Specs</th>
<th>Cost-Per-Thousand*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
<td>970 x 90 px or 728 x 90 px</td>
<td>Contact associate publisher for rates.</td>
</tr>
<tr>
<td>Super. Standard (Mobile: 320 x 50 px)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td></td>
</tr>
</tbody>
</table>

* 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.

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**For more information and pricing, please contact:**
Diane Carpenteri
Associate Publisher
203-253-7935 | dcarpenteri@healthcommedia.com

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**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.

**Bi-weekly e-newsletter**
Delivered twice a month to more than 20,000 opt-in Nurse Practitioners. The newsletter re-delivers the most popular journal articles in digital format, webinars, healthcare news, and exclusive content from NPWH. Each issue features up to three banner units available (728x90).
General Design:
- Design with tables—Most email clients don’t support formatting with div tags, so we recommend using tables to structure your email templates. Make it responsive.
- Specify cell widths—Setting the width of all table cells renders them consistently across email clients.
- Use nested tables—Many major email clients do not support floats, margins, or padding. To position elements and mimic margins and padding, use nested tables with specified cell widths.
- Subject line submitted should have no more than 30-50 characters.
- Maximize visibility—We suggest making your designs no more than 600 pixels wide.
- Use inline styles—Some major email clients don’t support CSS in emails, so default to inline styles to format text.
- Specify formatting—Define the font family, color, and sizes for all text in your template.
- Avoid Flash—Most email clients, browser-based and desktop, strip out Flash content.
- Avoid empty tags—HCM’s email editor strips empty HTML tags from source code.
- To use empty tags for formatting, you can add a &nbsp; between the tags to prevent them from being removed.

Images
- Limit images—Some spam filters consider image-heavy emails spam, and some email clients don’t render images by default. More is less (more type-less images).
- The maximum size we’d recommend is 100KB, as anything over can lead to deliverability and display issues. For example, Gmail will clip your html at 102KB. Clipping will hide the end of your email and can break your layout.
- Most emails should easily come in under 50KB. However, sometimes complex progressive enhancements or a large amount of campaign content results in a larger file size.
- Images no more than 72 ppi and max width of 600 ppi (e.g. headers) in JPEG or PNG format.
- Avoid using a background image—Some email clients do not support background images. If you do use one, set a background color as an alternative in case the image doesn’t load.
- Use alt tags for your images—Alt tags display text when images don’t load.
- Use absolute URLs for your image locations—For example, instead of img src="images/headline.gif", use img src="http://go.HCM.com/images/headline.gif".
- Be specific about size—Specify height and width for all images.

Links
- Use absolute URLs for all your links—For example, instead of www.HCM.com/help use https://www.HCM.com/help.
- Limit the number of links—Some spam filters consider emails with too many links to be spam.
- Hyperlink your links—Hide the URLs behind text. HCM rewrites all links beginning with http:// and https:// to track your prospect’s activities. If the link is not hidden behind text, prospects can see the full rewritten link in the email.
- When using Handlebars Merge Language (HML) merge fields to personalize content.

Email includes two deployment email tests. Additional deployment tests and files that are not complete/noncompliant will be processed as follows:
- If any further rounds of edits and testing are required, an additional fee of $300 will be assessed for each round of recoding and retesting that occurs before the message is sent by HCM.
- If HCM staff is required to correct source code, client will be assessed a fee of $300 per hour.
- If edits arrive to HCM staff less than 3 business days before the scheduled send date, the email might be rescheduled or if HCM staff allows it, $300/ hour to process the email deployment.
- If the vendor decides to cancel the deployment within the 7-day window, full payment will be due.
- HTML fee: If the client does not have the ability to create the HTML, then HCM will be happy to provide this service for layout, design, and production at a cost of $300. Please send copy, call-to-action (CTA), logo file and images you would like our graphic designer to utilize. (If images can not be supplied by client, we have the option of stock photography).
NP Fast Facts

- Expected decrease of OB/GYN specialty projected by 2030 = 7%*
- Projected increase in patient demand = 4%*
- Projected growth of WHNP = 89%*

- NPs = solution for patient access to quality healthcare
- NP community grew from 106K in 2004 to 355K in 2022
- NP certification in women’s health = 2.9%
- 1% of NPs are certified in neonatal care

Women’s Health NPs are:
- Master’s or Doctoral graduates
- Practice in primary care environments
- Provide diagnostic care and treatment related to reproductive, obstetric, and gynecological health

NP History
- 5+ decades of improving patient access to quality healthcare
- Annual patient visits = exceed 1.06 BILLION
- RX privileges in all 50 states and DC

Established in 1980, NPWH is a contemporary resource for WHNPs and all advanced practice RNs who provide women's and gender-related healthcare through the lifespan.

Women's Healthcare is the only clinical, practical journal that concentrates on this healthcare specialty and as the official journal of NPWH is a valuable a membership benefit!

Nurse Practitioners are an integral part of today's healthcare multidisciplinary team. NPs are also key decision makers and in many cases spending the most time with patients.

For more information contact: Diane Carpenteri
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dcarpenteri@healthcommedia.com
203-253-7935

npwomenshealthcare.com