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Issuance and Closing

Frequency
Quarterly issues are distributed 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

<table>
<thead>
<tr>
<th>Issues and Dates</th>
<th>Closing Date</th>
<th>Deployment Date</th>
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</thead>
<tbody>
<tr>
<td>1st Quarter (February)</td>
<td>1/17/2018</td>
<td>2/8/2018</td>
</tr>
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<td>2nd Quarter (May)</td>
<td>4/19/2018</td>
<td>5/10/2018</td>
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<tr>
<td>3rd Quarter (August)</td>
<td>7/19/2018</td>
<td>8/9/2018</td>
</tr>
<tr>
<td>4th Quarter (November)</td>
<td>10/18/2018</td>
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</tr>
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</table>

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 40,000 nurse practitioners. Digital content features videos, click-through data, lead generation, etc.

The August 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

There are 4 sections of the journal:

- **NPWH News and Updates** – information from the leading voice for NPs specializing in women’s health issues
- **Assessment and Management** – peer-reviewed, science based information written in a collaborative useful voice
- **Policy & Practice Points** – designed to help NPs optimize their clinical practice and stay current
- **Patient Education** – highlights

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, 2017. 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.
Journal and advertising overview

2018 Net Advertising Rates
All rates include 4-color

<table>
<thead>
<tr>
<th>Ad Page Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
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<td>1,085</td>
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</table>

If an ad unit includes required black/white PI information, a 50% discount will be given for all black/white pages.

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.

- **Accept New Product Releases?**
  Yes – please send to Publisher.

- **Editorial Research**
  Editorial research is conducted on a regular basis.

- **Ad/Edit Information**
  Ad/Edit Ratio 40/60% • Average Folio 52 pages

Preferred Positions

<table>
<thead>
<tr>
<th>Preferred Position</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Center Spread</td>
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<tr>
<td>Cover 2</td>
<td>40%</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>
</tbody>
</table>

Circulation
Distribution to 40,000 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.
Journal and advertising overview

Mechanical Reproduction Requirements

<table>
<thead>
<tr>
<th>Ad and Bleed Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Size</td>
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<td></td>
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<tr>
<td>2-page spread</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>Third page</td>
<td>2 1/8” x 9 3/4”</td>
<td>2 3/4” x 11 1/8”</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.

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

### Ad and Bleed Sizes

- **2-page spread**
  - Non-Bleed: 7” x 9 3/4”
  - Bleed: 8 1/4” x 11 1/8”
- **Full page**
  - Non-Bleed: 7” x 9 3/4”
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  - Bleed: 2 3/4” x 11 1/8”
- **Quarter page**
  - Non-Bleed: 3 3/8” x 4 3/4”
  - Bleed: NA
## Editorial calendar

### February
- Treatment of low libido (CE)
- Preventing repeat adolescent pregnancy
- Interstitial cystitis diagnostic algorithm
- Simulation of IUD insertion and removal procedures
- Women and smoking
- EIC message
- NPWH news & updates (2018 WSH course program guide)
- NPWH Position Statement (Care of Transgender and Gender Non-conforming Individuals)
- A&M (Medication abortion, by Caroline Hewitt)
- P&PP (Who are we now? Definition, recognition and ownership of our profession, by Diana Drake)
- Patient education (Low libido)
- Clinical resources (Vaginal wet mounts, by Wendy Grube)
- DNP projects (Increasing Tdap vaccination rates, by Cari McAlister)
- Focus on sexual health

### May
- ABCs of bacterial vaginosis (CE)
- Mother-daughter sexual communication
- PC/IC care: Environmental exposures
- Gestational diabetes: new ACOG guidelines
- EIC message
- NPWH news & updates (NPWH 2018 conference program guide)
- NPWH Position Statement (WHNP Role in Primary, Acute, and Specialty Care)
- Clinical resources (NPWH patient education portal, by Susan Rawlins)
- Patient education (Bacterial vaginosis)
- P&PP (Cultivating your inner women’s health wonder woman, by Diana Drake)
- A&M (PrEP at Planned Parenthood, by Brenda Wolfe/Liz Higgins)
- Patient education
- Focus on sexual health

### August
- Thrombocytopenia in pregnancy (CE)
- PC/IC care: Chronic health conditions
- Checklist for parents: Out-of-hospital births
- Intrauterine contraceptives update
- EIC message
- NPWH news & updates (NPWH podium and poster abstracts)
- NPWH Position Statement (Evidence-Based Teen Pregnancy Prevention)
- P&PP (Fearless aging: Policy and practice issues for women living longer and living well, by Diana Drake)
- Patient education (IUCs)
- Focus on sexual health

### November
- Gestational diabetes (use of certain diets) (CE)
- PC/IC care: Mental health conditions
- Pregnancy/motherhood in women with CF
- Anal dysplasia
- EIC message
- NPWH news & updates
- NPWH Position Statement
- Patient education (Gestational diabetes)
- P&PP
- Focus on sexual health

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A&M, Assessment & management; CE, continuing education; CS, case study; IUC, intrauterine contraceptive; P&PP, Policy & practice points; PC/IC, preconception/interconception
Digital strategies and special programs

Nurse practitioner and health care professionals trust NPWomensHealthcare.com for original and peer-reviewed clinical content. Developed by industry experts, our website contains guidance for clinical practice, career enhancement, education opportunities, as well as industry news updates and personal wellness. Nurse practitioner leadership trusts our reporting, commentary and industry insights — and base decisions and recommendations on our expert editorial. Our digital strategies work in synergy with our content and help to build brands. Custom and Sponsored Content services provide you with smart solutions for lead generation, awareness campaigns and educational initiatives. Aligning your brand with our programs brings credibility, as well as an extensive and captivated audience!

**E-newsletter: Editor’s Picks**
Opt-in circulation grows every day! Our popular newsletters are written by expert nurse practitioner authors and contain a wealth of interesting facts and news stories, as well as links to the latest editorial from the journal. One-month and multi-month sponsorships available. Please contact an Account Manager for pricing.

<table>
<thead>
<tr>
<th>Banner ad type</th>
<th>Banner ad size</th>
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<td>300 x 250 px</td>
<td>100 KB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>65 KB</td>
</tr>
</tbody>
</table>

**Custom e-newsletters, e-blasts and social media**
An exclusive e-newsletter opportunity to reach hundreds of nurse practitioners with relevant messaging. Brand a custom e-newsletter with your organization name, logo, and marketing sponsorship. NPWomensHealthcare.com provides content geared to your topic area and valued by the NP community. Third party marketing opportunities are also available to qualified marketers. Please contact an Account Manager for pricing and additional information.

**Sponsored content: e-books, infographics, quizzes, surveys**
With a highly engaged audience, offering valuable information is an effective way to develop an audience around specific topics, issues and trends. Connect directly with professionals that are invested in your content, and learn more about what motivates them. Please contact an Account Manager for pricing.

**Education webinars**
Live web-based educational conferences are the optimal way to connect with busy managers, decision makers and influential professionals who are interested in topics, but don’t have the time and resources to attend in-person events. Our editorial leaders help clients to present their health care topics with trust and authority that comes with our audience. In addition, our platform handles hosting, registration and live streaming of rich media content. Programs are promoted through our various channels, and hosted as an On Demand program for 12 months following the live presentation. Please contact an Account Manager for pricing.
In an effort to align our content and products closely with the needs of our readers, NPWomensHealthcare.com conducts reader surveys to gauge the preferences of our audience, and assess the optimal formats for delivering high-quality content. We also track what topics are the most engaging, as well as what issues are of most interest for future coverage.

**Top 5 Reader Interest Topics**

Our highest ranked topics according to 2017 readership survey:

1. Clinical-focused information applied to practice | 96%
2. Pharmacotherapy updates | 93%
3. Research studies with clinical implications | 88%
4. Patient education tips | 87%
5. Resources for Professional Development | 81%

**Top 5 Expressed Interests**

Topics that our readers have specifically requested through write-in response:

1. Menopause
2. Gynecology
3. Primary Care
4. Prenatal/Maternal
5. Cancer