

Women's Healthcare

A CLINICAL JOURNAL FOR NPs

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

www.NPWomensHealthcare.com



2018 MEDIA KIT



259 Veterans Lane, Suite 201
Doylestown, PA 18901
Phone 215-489-7000 • Fax 215-230-6931
www.healthcommmedia.com | info@healthcommmedia.com
© 2018 HealthCom Media. All rights reserved.

Publishing and sales team

PUBLISHING STAFF

PUBLISHER

Gregory P. Osborne
215-489-7001

DIRECTOR, MARKETING & PROJECT DEVELOPMENT

Tyra London
215-435-1260
tlondon@healthcommedia.com

MANAGING EDITOR

Dory Greene
dgreene@healthcommedia.com

PRODUCTION DIRECTOR

Chris Evans Gartley
215-489-7004
cevangartley@americannursetoday.com

ART DIRECTOR

David Beverage

DIGITAL DESIGN MANAGER

Michelle Welliver

DIGITAL PROJECT ASSISTANT

Abigail L. Snyder

SALES STAFF

VP, PUBLISHING & SALES

Sofia Goller
215-489-7002
sgoller@americannursetoday.com

ACCOUNT MANAGERS

John Travaline
Senior Account Manager
215-489-7000
jtravaline@healthcommedia.com

Meg Celmayster
National Accounts Director
215-489-7003
mcelmayster@healthcommedia.com

Mary Chris Schueren
National Accounts Director
267-893-6463
mschueren@healthcommedia.com



Journal and advertising overview

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

Issues and Dates	Closing Date	Deployment Date
1st Quarter (February)	1/17/2018	2/8/2018
2nd Quarter (May)	4/19/2018	5/10/2018
3rd Quarter (August)	7/19/2018	8/9/2018
4th Quarter (November)	10/18/2018	11/8/2018

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%
<i>Editorial is reviewed by the Managing Editor, Editor-in-Chief, and other subject matter experts.</i>	

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

Ad Page Size	1x	4x	6x	12x
2-page spread	5,537	5,095	4,457	3,876
Full page	3,461	3,156	2,785	2,425
Half page	2,071	1,924	1,651	1,390
Third page	1,581	1,454	1,272	1,106
Quarter page	1,172	1,085	965	790

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

Preferred Positions

Center Spread	50%
Cover 2	40%
Cover 3 and Opposite TOC	25%
Opposite NPWH Editorial	15%
Opposite Editor-in-Chief	15%

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.

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



Journal and advertising overview

Mechanical Reproduction Requirements

Ad and Bleed Sizes Page Size	Non-Bleed	Bleed
2-page spread	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"
Third page	2 1/8" x 9 3/4"	2 3/4" x 11 1/8"
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.
- 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



Editorial calendar

Issue	Features	Departments
February	<ul style="list-style-type: none"> Treatment of low libido (CE) Preventing repeat adolescent pregnancy Interstitial cystitis diagnostic algorithm Simulation of IUD insertion and removal procedures Women and smoking 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> ABCs of bacterial vaginosis (CE) Mother-daughter sexual communication PC/IC care: Environmental exposures Gestational diabetes: new ACOG guidelines 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Thrombocytopenia in pregnancy (CE) PC/IC care: Chronic health conditions Checklist for parents: Out-of-hospital births Intrauterine contraceptives update 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Gestational diabetes (use of certain diets) (CE) PC/IC care: Mental health conditions Pregnancy/motherhood in women with CF Anal dysplasia 	<ul style="list-style-type: none"> EIC message NPWH news & updates NPWH Position Statement Patient education (Gestational diabetes) P&PP Focus on sexual health

BONUS:
NPWH
Conference
Distribution

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

Online and digital media

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.***

Banner ad type	Banner ad size	File size limit
Medium Rectangle	300 x 250 px	100 KB
Leaderboard	728 x 90 px	65 KB

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.***

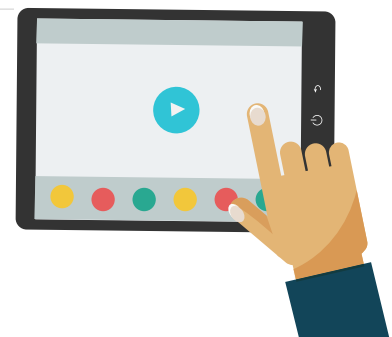


Sponsored content: e-books, infographics, quizzes, surveys

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

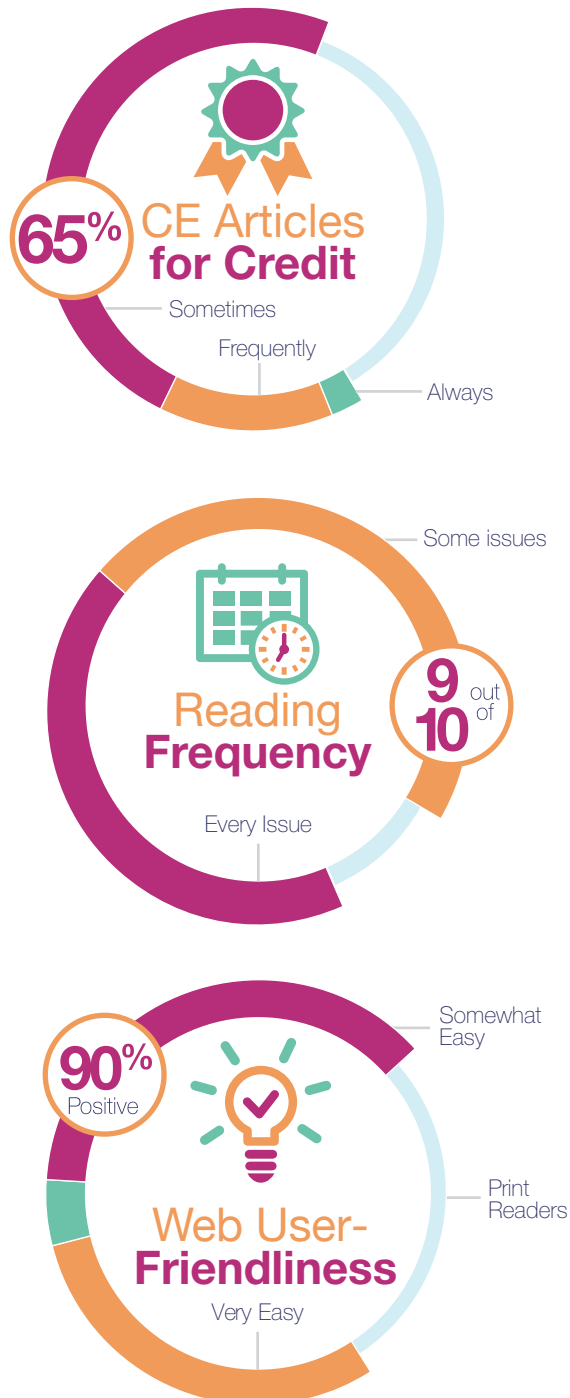
Live web-based educational conferences are the optimal way to connect with busy managers, decision makers and influential professionals who are interested in topics, but don't have the time and resources to attend in-person events. Our editorial leaders help clients to present their health care topics 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.***



Online and digital media

Online Journal Reader Survey Results

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