

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



2019 MEDIA KIT

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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	1/17/2019	2/12/2019
2nd Quarter (Sexual Health conference)	4/17/2019	5/22/2019
3rd Quarter (Annual NPWH conference)	8/8/2019	9/11/2019
4th Quarter	11/7/2019	12/11/2019

**Two (2) Bonus
Special Issues
available for
sponsorship in
2019**

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 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.

Journal and advertising overview

Rates and Discounts

Rates effective January, 2019. Frequency is calculated based on the total number of advertising pages in a 12-month period.

2019 Net Advertising Rates

All rates include 4-color

Ad Page Size	1x	4x	6x	12x
2-page spread	5,758	5,298	4,635	4,031
Full page	3,599	3,282	2,896	2,522
Half page	2,154	2,001	1,717	1,445
Third page	1,644	1,512	1,323	1,150
Quarter page	1,218	1,128	1003	821

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%
Cover Tips	\$10,000 Net

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:

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Editorial calendar

Issue	Features	Departments
Q1	<ul style="list-style-type: none"> • CE: Treating decreased sexual desire in women • Putting latest GDM guidelines into practice • Improving prenatal health behaviors • Suppressive therapy for recurrent UTI 	<ul style="list-style-type: none"> • EIC message • NPWH news & updates plus 2019 WSH course program guide • P&PP: Women's Health Policy Landscape Report • PD: WHNP Demographics and Workplace Survey • A&M: Non-genital presentation of STIs • NPWH Position Statement: Brain health • CR: Recommendations on intimate partner violence • Focus on sexual health: Sexuality in young adults with intellectual disabilities
Q2 BONUS: NPWH Sexual Health Conference Distribution	<ul style="list-style-type: none"> • CE: Insomnia • Syphilis update for NPs • IUD insertion/removal simulation • Secondary postpartum hemorrhage 	<ul style="list-style-type: none"> • EIC message • NPWH news & updates plus NPWH 2019 conference program guide • NPWH Position Statement: Maternal mortality • DNP projects: A QI project to assess feasibility of using "One Key Question®" in retail health clinics • CR: HPV self-sampling • Commentary: WHNP role in maternal-fetal pregnancy • P&PP: "WHNP Strong": Policy and Employment • Focus on Sexual health
Q3 BONUS: NPWH Conference Distribution	<ul style="list-style-type: none"> • CE: Clinical management of dilemmas in contraception • Pharmacy provision of hormonal contraceptives • Contralateral prophylactic mastectomy decision-making • Teen dating violence 	<ul style="list-style-type: none"> • EIC message • NPWH news & updates plus 2018 conference abstracts • NPWH Position Statement: Reproductive justice • P&PP: The "Influencers" • CS: Wilson disease • A&M: Statins • Focus on Sexual health
Q4	<ul style="list-style-type: none"> • CE: Sexual health • Girls growing up with fetal alcohol spectrum disorders • HPV vaccination before first sexual intercourse • Contraceptive/reproductive care in patients with systemic lupus erythematosus 	<ul style="list-style-type: none"> • EIC message • NPWH news & updates • NPWH Position Statement • Patient education • P&PP • Focus on sexual health

A&M, Assessment & management; CE, continuing education; CS, case study; CR, Clinical Resources;
P&PP, Policy & practice points; PD, Professional Development

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.

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 digital and social media

We partner with organizations to provide an opportunity to reach highly engaged nurse practitioners with relevant content through innovative and creative digital media initiatives. By leveraging our award winning, peer-reviewed editorial and commentary, *NP Women's Healthcare* can co-brand with your organization to promote your topic, and add value and authority to your messaging.

Please contact an Account Manager for pricing and additional information.



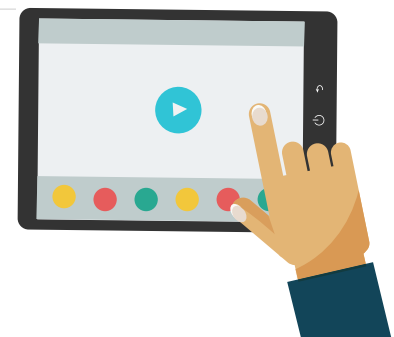
Sponsored content: e-books, infographics, quizzes, surveys

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.***

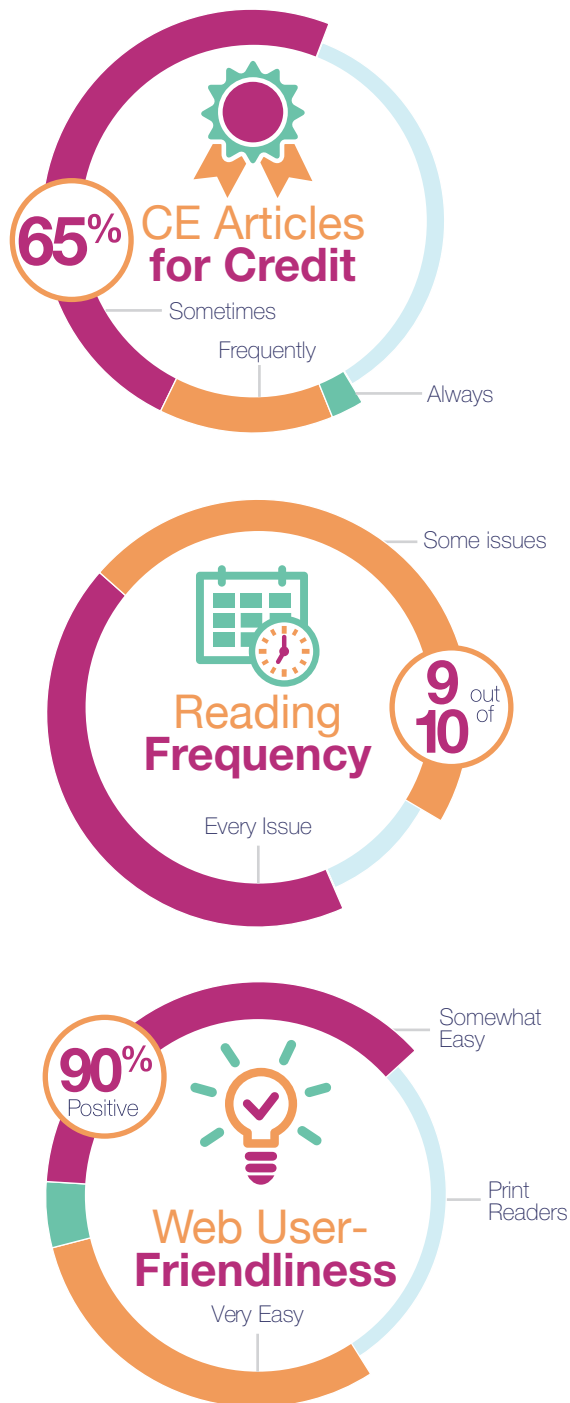




Online and digital media

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 2017/2018 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/Sexual Health
3. Primary Care
4. Prenatal/Maternal
5. Cancer