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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>Material Due Date</th>
<th>Deployment Date</th>
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<tr>
<td>1st Quarter</td>
<td>2/28/19</td>
<td>3/8/19</td>
<td>3/27/19</td>
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<tr>
<td>2nd Quarter (Sexual Health)</td>
<td>4/17/19</td>
<td>4/25/19</td>
<td>5/22/19</td>
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<td>3rd Quarter (Annual NPWH)</td>
<td>8/8/19</td>
<td>8/16/19</td>
<td>9/11/19</td>
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<tr>
<td>4th Quarter</td>
<td>11/7/19</td>
<td>11/15/19</td>
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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.*

Contact your account Manager for details

Journal and advertising overview

Learn more at: www.npwomenshealthcare.com

Issuance and Closing

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.
Rates and Discounts
Rates effective January, 2019. 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.

2019 Net Advertising Rates
All rates include 4-color

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<th>Ad Page Size</th>
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If an ad unit includes required black/white PI information, a 50% discount will be given for all black/white pages.

Preferred Positions

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<td>Center Spread</td>
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<tr>
<td>Cover 2</td>
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<tr>
<td>Cover 3 and Opposite TOC</td>
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<tr>
<td>Opposite NPWH Editorial</td>
<td>15%</td>
</tr>
<tr>
<td>Opposite Editor-in-Chief</td>
<td>15%</td>
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<tr>
<td>Cover Tips</td>
<td>$10,000 Net</td>
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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.

- 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
### Mechanical Reproduction Requirements

<table>
<thead>
<tr>
<th>Ad and Bleed Sizes</th>
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<td>Full page</td>
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</tr>
<tr>
<td>Half page - vertical</td>
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<td>Half page – horizontal</td>
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<td>8 1/8” x 5 1/2”</td>
</tr>
<tr>
<td>Third page</td>
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<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.**

- *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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Departments</th>
</tr>
</thead>
</table>
| Q1    | CE: Treating of decreased sexual desire in women, by Faught  
       Putting latest gestational diabetes mellitus guidelines into practice, by Trout  
       Improving prenatal health behaviors, by Frederickson et al  
       Suppressive therapy for recurrent urinary tract infection, by Martin et al | EIC message  
 NPWH news & updates plus 2019 Women’s Sexual Health course program guide  
 NPWH Position Statement: Brain health  
 PD: WHNP Demographics and Workplace Survey, by BK  
 P&PP: Women’s Health Policy Landscape Report, by SK  
 A&M: Non-genital presentation of sexually transmitted infections, by Shelagh Larson  
 CR: Recommendations on intimate partner violence, by Cavner  
 Sexual health: Sexuality in young adults with intellectual disabilities, by BF |
| Q2    | CE: Insomnia, by Wright  
 Syphilis update for NPs, by Fantasia et al  
 IUD insertion/removal simulation, by Holland  
 Secondary postpartum hemorrhage, by Lenahan et al | EIC message  
 NPWH news & updates plus NPWH 2019 conference program guide (separate packaging)  
 NPWH Position Statement: Maternal mortality  
 DNP projects: A quality improvement project to assess feasibility of using “One Key Question®” in retail health clinics, by Curry et al  
 CR: HPV self-sampling, by Tom & Baresic  
 Commentary: WHNP role in maternal-fetal pregnancy, by Hawn  
 P&PP: “WHNP Strong”: Policy and Employment, by DD  
 Sexual health: TK |
| Q3    | CE: Clinical management of dilemmas in contraception, by Policar  
 Pharmacy provision of hormonal contraceptives, by Cappiello et al  
 Contralateral prophylactic mastectomy decision-making, by Greener et al  
 Teen dating violence, by Keefe et al | EIC message  
 NPWH news & updates plus 2018 conference abstracts  
 NPWH Position Statement: Reproductive justice  
 P&PP: The “Influencers,” by DD  
 CS: Wilson disease, by Lynch  
 A&M: Statins, by Guilbeau & Watson  
 Sexual health: TK |
| Q4    | CE: Sexual health, by Faught & Kellogg  
 Girls growing up with fetal alcohol spectrum disorders (CS), by Pierce-Bulger & Edwards  
 HPV vaccination before first sexual intercourse, by Rosen et al  
 Contraceptive/reproductive care in patients with systemic lupus erythematosus, by Kurkowski et al | EIC message  
 NPWH news & updates  
 NPWH Position Statement  
 Patient education  
 P&PP  
 Focus on sexual health |

*Bonus Distribution at NPWH and ISSWSH Women’s Sexual Health Course for NPs**

**Bonus Distribution at NPWH Conference**

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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.

<table>
<thead>
<tr>
<th>Banner ad type</th>
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</thead>
<tbody>
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<tr>
<td>Leaderboard</td>
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</tr>
</tbody>
</table>

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 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