

# Nursing2010®

Committed to quality, this peer-reviewed journal continues a tradition of excellence year after year. Driven by award-winning editorial and presentation, Nursing2010 attracts more individual paid subscribers than any other nursing journal, making it nurses' "Journal of Choice."

Journal of Excellence,  
Journal of Choice



## GENERAL

### ISSUANCE:

Frequency: Monthly.  
January, February, March, April, May, June, July, August, September, October, November, December.

ESTABLISHED: 1971.

### EDITORIAL FOCUS:

*Nursing2010* presents the latest practical clinical and professional information based on continuing assessments of nurses' needs. Clear, concise clinical articles use a hands-on, how-to approach, so busy readers can save time and readily apply new concepts to everyday practice. Original artwork clarifies complex ideas and aids visual learning. Peer review and the latest nursing evidence support all clinical information.

### MARKET:

*Nursing2010* reaches nurses working in hospitals, nursing homes, extended care facilities, and a variety of other settings, plus nursing students and educators. Individual paid subscribers comprise the majority of *Nursing2010's* circulation. See Audit Bureau of Circulation publisher's statement for details.

CIRCULATION: 231,500.

## ADVERTISING

### CLOSING DATE FOR SPACE AND MATERIALS:

Issue	Reservations and Cancellations	Materials
January	12/4/09	12/8/09
February	1/5/10	1/7/10
March	2/3/10	2/5/10
April	3/3/10	3/5/10
May	4/1/10	4/5/10
June	5/5/10	5/7/10
July	6/3/10	6/7/10
August	7/6/10	7/8/10
September	8/4/10	8/6/10
October	9/1/10	9/3/10
November	10/5/10	10/7/10
December	11/3/10	11/5/10

TYPESETTING: Allow 2 extra weeks.

## 2010 ADVERTISING RATES

### FULL RUN - PRODUCT

	Full Page	½ Page	Island Page	¼ Page	⅓ Page	¼ Page	⅓ Page
1x	\$15,280	\$12,250	\$11,920	\$8,775	\$6,200	\$5,130	\$3,860
3x	14,765	10,810	10,470	8,450	6,010	4,965	4,055
6x	14,265	10,430	10,100	8,130	5,795	4,780	3,605
9x	13,745	10,060	9,740	7,885	5,590	4,610	3,485
12x	13,255	9,685	9,385	7,595	5,400	4,445	3,355
18x	12,770	9,300	9,010	7,275	5,185	4,300	3,235
24x	12,110	8,830	8,555	6,920	4,895	4,140	3,100
36x	11,915	8,700	8,420	6,830	4,790	4,055	3,020

Color: Standard: \$1,130 Matched: \$1,360 Three/Four: \$3,570

### HOSPITAL EDITION\*

The **Hospital Edition** targets qualified hospital RNs, working in various specialties including medical-surgical, ambulatory care, operating rooms, outpatient surgery, critical care and more.

	Full Page	½ Page	¼ Page	⅓ Page	¼ Page
1x	\$6,890	\$5,070	\$3,955	\$2,790	\$2,330
3x	6,670	4,885	3,825	2,690	2,260
6x	6,455	4,680	3,680	2,590	2,185
9x	6,230	4,520	3,565	2,530	2,125
12x	6,030	4,335	3,435	2,435	2,050
18x	5,810	4,145	3,305	2,335	1,975
24x	5,570	3,930	3,150	2,220	1,905
36x	5,385	3,785	3,065	2,165	1,855

Color: Standard: \$880 Matched: \$980 Three/Four: \$2,540

### CRITICAL CARE EDITION\*

The **Critical Care Edition** targets nurses involved in all aspects of critical care, from the ED and ICU to the OR and post-anesthesia room.

	Full Page	½ Page	¼ Page	⅓ Page	¼ Page
1x	\$3,535	\$2,775	\$2,155	\$1,420	\$1,215
3x	3,435	2,670	2,060	1,380	1,190
6x	3,325	2,585	1,990	1,340	1,170
9x	3,215	2,525	1,920	1,290	1,140
12x	3,105	2,425	1,855	1,245	1,115
18x	3,005	2,340	1,795	1,215	1,090
24x	2,875	2,255	1,710	1,145	1,040
36x	2,830	2,210	1,675	1,115	1,020

Color: Standard: \$765 Matched: \$825 Three/Four: \$1,510

\* Hospital and Critical Care editions include the complete content of the Full Run edition, plus an additional section written for the specified audience.

**SPECIAL POSITIONS:**

Premium over earned B&W page rate.

Cover 4: 30%    Opposite TOC: 10%  
 Cover 2: 20%    Other: Contact your Advertising Representative  
 Cover 3: 10%  
 Page 1: 10%

**BLEED:** No Charge.

**AGENCY COMMISSION:**

15% of gross to accredited agencies. No commission on classified ads or production costs.

**OTHER OPPORTUNITIES:**

**SPECIAL SALES OPPORTUNITIES:**

Contact your Advertising Representative for more information on journal extras, stand alone products, e-media programs, list rentals, custom reprints and more.

**ONLINE ADVERTISING:**

Online advertising opportunities are available through NursingCenter.com and nursing2010.com. Advertising options include banner ads, sponsored CE content, e-mail alerts, e-newsletter sponsorship and job posting packages. Contact your Advertising Representative for more information.

**CONFERENCE SPONSORSHIPS & EXHIBITS:**

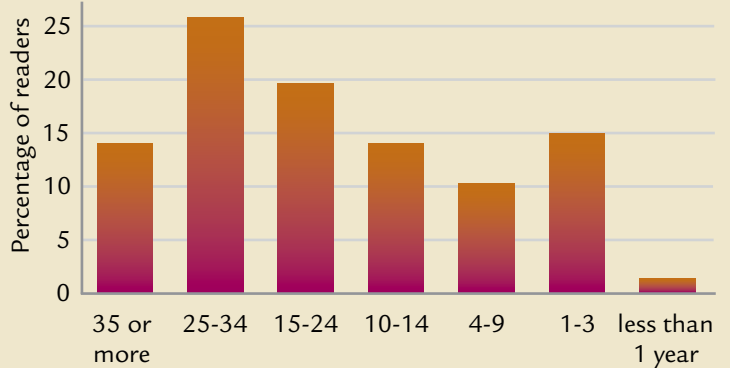
**Nursing2010 Symposium**

April 6-9 · Las Vegas Hilton, Las Vegas, NV

Nursing2010 Symposium, like all Lippincott Williams & Wilkins conferences, offers exhibitors unopposed exhibit hall hours and opportunities for sponsorship and increased visibility. Visit [www.nursingsymposium.com](http://www.nursingsymposium.com) or call 856-256-2314 for details.

**READER PROFILE**

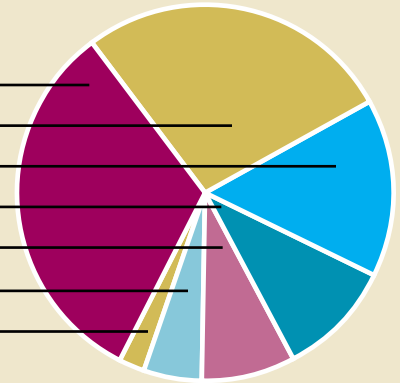
**NUMBER OF YEARS ACTIVELY EMPLOYED IN NURSING**



Source: Nursing2007 September issue research

**EDUCATION**

- BSN/BS/BA . . . . . 32%
- ADN/Associate Degree. . . 27%
- RN diploma . . . . . 15%
- LPN/LVN diploma . . . . . 10%
- MSN/MS/MA . . . . . 8%
- Other . . . . . 5%
- Student . . . . . 2%

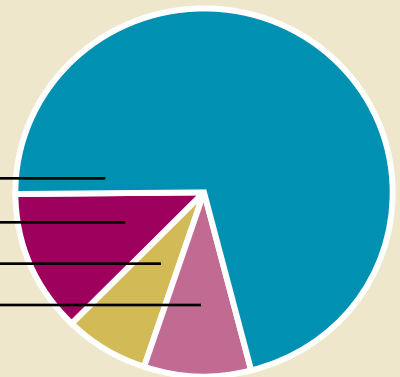


Source: Nursing2007 September issue research

**READERSHIP**

**69% read 4 out of 4 issues**  
**How many of the last 4 issues of Nursing have you read or looked through?**

- 4 of 4 . . . . . 69%
- 3 of 4 . . . . . 12%
- 2 of 4 . . . . . 7%
- 1 of 4 . . . . . 9%



Source: READEX Message Impact® Study, Companion Questionnaire, December 2008

**COMBINATION BUYS:**

**NURSING2010/AJN**

**COMBINATION BUY:**

Receive discounted rates when you place the same ad in both *Nursing2010* and *AJN* journals the same month.



**Black & White Rates:**

	Full Page	½ Page	Island Page	¼ Page	⅓ Page	¼ Page	⅓ Page
1x	\$19,160	\$15,080	\$14,120	\$11,770	\$8,105	\$6,965	\$5,915
3x	18,635	13,915	13,000	11,455	7,900	6,795	5,840
6x	17,985	13,600	12,660	11,160	7,690	6,600	5,540
9x	17,535	13,305	12,390	10,965	7,530	6,465	5,440
12x	17,105	13,010	12,110	10,705	7,365	6,320	5,315
18x	16,680	12,630	11,775	10,420	7,150	6,160	5,200
24x	16,095	12,230	11,375	10,100	6,880	6,005	5,075
36x	15,845	12,075	11,215	9,985	6,770	5,885	4,975

**Color:** Standard: \$1,430 Matched: \$1,630 Three/Four: \$4,170

**NURSING2010/NURSING MANAGEMENT COMBINATION BUY:**

Discounts are available when you place the same ad in both *Nursing2010* and *Nursing Management* journals the same month. Contact your Advertising Representative for more information.

**MECHANICAL REQUIREMENTS**

AD SIZE	WIDTH	HEIGHT
Full Page	7"	10"
2/3 Page	4 1/2"	9 5/8"
Island Page	4 1/2"	7 3/8"
2-Page Spread	14 1/2"	10"
1/2 Page (Vertical)	3 3/8"	9 5/8"
1/2 Page (Horizontal)	6 13/16"	4 3/4"
1/3 Page (Vertical)	2 1/8"	9 5/8"
1/3 Page (Square)	4 1/2"	4 3/4"
1/4 Page	3 3/8"	4 3/4"
1/6 Page	2 1/8"	4 3/4"

**TRIM SIZE:** 7 3/4" x 10 1/2"

**BLEED DIMENSIONS:**

Full-Page: 8" x 10 3/4"  
 2-Page Spread: 15 3/4" x 10 3/4"  
 Safety allowance for live matter: 3/8" from trim.

**BINDING:** Perfect.

**MATERIAL SUBMISSION:**

Digital ads required. Press-ready PDFs preferred. When sending in this format, please embed all fonts and subset at 100%. CDs accepted on a case-by-case basis, please contact your Advertising Coordinator to confirm. Ad materials submitted for 4/C must be saved as CMYK. PMS and RGB colors will be converted to CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hard copy proof. Submit electronically (FTP or E-mail acceptable/E-mailed files should be no larger than 5MB), Mac or PC format. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. E-mail ads to: [valerie.mccarthy@wolterskluwer.com](mailto:valerie.mccarthy@wolterskluwer.com).

**PROOFS:**

Required for all methods of ad submission (including e-mail). Supply a printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off-Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, Wolters Kluwer Health | Lippincott Williams and Wilkins will print to SWOP standards. Wolters Kluwer Health | Lippincott Williams and Wilkins assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

**FTP INFO:**

Host: <ftp.lww.com>  
 User ID: [adprod](#)  
 Password: [ad\\$FILES](#) (case sensitive)

Once file is uploaded, e-mail file name to Valerie McCarthy at [valerie.mccarthy@wolterskluwer.com](mailto:valerie.mccarthy@wolterskluwer.com). For both FTP and e-mail, please specify advertiser's name, issue date, colors, and ad size.

**INSERTS**

**AVAILABILITY:**

Two to twelve pages. All inserts including BRCs and gatefolds must be approved in advance.

**ACCEPTANCE:**

AMP insert guidelines. Sample of insert must be submitted to Advertising Sales Office for approval.

**RATES:**

**Two-page insert:** 2 times earned b/w page rate.  
**BRCs:** Earned B&W single page rate.  
**Larger units and gatefolds:** Consult Advertising Representative. Inserts contribute toward frequency discounts.

**INSERT REQUIREMENTS:**

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Consult Advertising Coordinator for insert size and quantity. Inserts contribute toward frequency discounts.

**INSERT SHIPPING INSTRUCTIONS:**

Carton packaging preferred. Publication, quantity and date must be clearly indicated. Consult Advertising Coordinator for shipping instructions.

**DISPOSITION OF INSERTS/SAMPLES:**

Material will be held for one year from date of last insertion and then destroyed unless specifically instructed otherwise.



**ADDRESSES**

**ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS:**

Wolters Kluwer Health | Lippincott Williams & Wilkins  
*Nursing2010* (Issue Date)  
 323 Norristown Road, Suite 200, Ambler, PA 19002  
 Attn: Valerie McCarthy  
 Phone: 215-628-7796, Fax: 215-754-4921  
 E-mail: [valerie.mccarthy@wolterskluwer.com](mailto:valerie.mccarthy@wolterskluwer.com)

**INSERTS:**

Consult Advertising Coordinator.

MONTH	CONTINUING EDUCATION	FEATURES/SPECIALS	AD STUDY*	BONUS DISTRIBUTION
<b>JANUARY</b> Close: 12/4	<ul style="list-style-type: none"> <li>Acute pancreatitis</li> <li>Guillain-Barre syndrome</li> </ul>	<ul style="list-style-type: none"> <li>Difficult-to-treat pain</li> <li>Parkinson's patients</li> <li>Patient Education: HIPAA</li> </ul>		
<b>FEBRUARY</b> Close: 1/5	<ul style="list-style-type: none"> <li>Heart failure</li> <li>New drugs, part 1</li> </ul>	<ul style="list-style-type: none"> <li>Symposium preview</li> <li>Mycoplasma pneumonia</li> <li>Patient Education: Coumadin/warfarin</li> </ul>		<ul style="list-style-type: none"> <li>AHA International Stroke Conference</li> </ul>
<b>MARCH</b> Close: 2/3	<ul style="list-style-type: none"> <li>Infectious diseases</li> <li>Tumor lysis syndrome</li> </ul>	<ul style="list-style-type: none"> <li>Antidepressants (MAOIs)</li> <li>Metabolic syndrome</li> <li>Patient Education: Organ donation</li> </ul>	X	<ul style="list-style-type: none"> <li>Association of periOperative Registered Nurses</li> </ul>
<b>APRIL</b> Close: 3/3 <i>Symposium edition!</i>	<ul style="list-style-type: none"> <li>Open fractures</li> <li>Sepsis</li> </ul>	<ul style="list-style-type: none"> <li>Mandatory overtime</li> <li>Postop older adults</li> <li>MET arrival</li> <li>Patient Education: Plantar fasciitis</li> </ul>		<ul style="list-style-type: none"> <li>Nursing2010 Symposium</li> <li>National Student Nurses Association</li> <li>American Organization of Nurse Executives</li> </ul>
<b>MAY</b> Close: 4/1	<ul style="list-style-type: none"> <li>Suicide risk assessment</li> <li>Chronic kidney disease</li> </ul>	<ul style="list-style-type: none"> <li>Nurses' Week tribute</li> <li>Analyzing lab values</li> <li>Oral chemo</li> <li>Patient Education: Assisted living</li> </ul>		<ul style="list-style-type: none"> <li>American Association of Critical-Care Nurses/NTI</li> <li>Infusion Nurses Society</li> <li>National Conference for Nurse Practitioners</li> </ul>
<b>JUNE</b> Close: 5/5	<ul style="list-style-type: none"> <li>Summer emergencies</li> <li>New drugs, part 2</li> </ul>	<ul style="list-style-type: none"> <li>Adults with Down syndrome</li> <li>Lasik surgery</li> <li>Patient Education: Safe swimming</li> </ul>		<ul style="list-style-type: none"> <li>Wound, Ostomy &amp; Continence Nurses Society</li> <li>Association of Women's Health, Obstetrics and Neonatal Nurses</li> </ul>
<b>JULY</b> Close: 6/3	<ul style="list-style-type: none"> <li>Arterial blood gases</li> <li>Thyroid problems</li> </ul>	<ul style="list-style-type: none"> <li>Opioid-addicted patients</li> <li>Oral health and diabetes</li> <li>Patient Education: Anemia</li> </ul>		<ul style="list-style-type: none"> <li>National Association for Health Care Recruitment</li> <li>Association for Professionals in Infection Control and Epidemiology</li> </ul>
<b>AUGUST</b> Close: 7/6	<ul style="list-style-type: none"> <li>Assessing older adults</li> <li>Hospital-associated pneumonia</li> </ul>	<ul style="list-style-type: none"> <li>Postop care after back surgery</li> <li>Sjogren's syndrome</li> <li>Patient Education: Pneumonia</li> </ul>		
<b>SEPTEMBER</b> Close: 8/4	<ul style="list-style-type: none"> <li>Chronic pain</li> <li>Spinal cord injury</li> </ul>	<ul style="list-style-type: none"> <li>Inflammatory breast cancer</li> <li>Huntington's disease</li> <li>Patient Education: High cholesterol</li> </ul>		<ul style="list-style-type: none"> <li>Nursing Management Congress2010</li> <li>Emergency Nurses Association</li> <li>Clinical Symposium on Advances in Skin &amp; Wound Care</li> </ul>
<b>OCTOBER</b> Close: 9/1	<ul style="list-style-type: none"> <li>HIV/AIDS update</li> <li>Policy legalities</li> </ul>	<ul style="list-style-type: none"> <li>Achilles tendinopathy</li> <li>Air vs. ground transport</li> <li>Patient Education: Gallstones</li> </ul>	X	<ul style="list-style-type: none"> <li>ANCC National Magnet Conference</li> <li>Academy of Medical-Surgical Nurses</li> </ul>
<b>NOVEMBER</b> Close: 10/5	<ul style="list-style-type: none"> <li>Trauma in the elderly</li> <li>Ovarian cancer</li> </ul>	<ul style="list-style-type: none"> <li>Substance abuse in pregnancy</li> <li>Chest tube management</li> <li>Patient Education: SIDs</li> </ul>		<ul style="list-style-type: none"> <li>American Heart Association Scientific Sessions</li> </ul>
<b>DECEMBER</b> Close: 11/3	<ul style="list-style-type: none"> <li>UTI Survey report</li> <li>Obesity &amp; sleep disorders</li> </ul>	<ul style="list-style-type: none"> <li>Puzzling disclosure programs</li> <li>Difficult families</li> <li>Patient Education: Urinary Incontinence</li> </ul>		

\* READEX Message Impact® Ad Study: FREE on all 1/2-page and larger ads in designated issues.

Editorial and bonus distribution are subject to change.

DATE	CONVENTION	CITY	PHONE NUMBER
February 24-26	AHA International Stroke Conference	San Antonio, TX	888-242-2453
February 24-28	Emergency Nurses Association Leadership Challenge	Chicago, IL	847-460-4122
March 1-4	Healthcare Information and Management Systems Society	Atlanta, GA	312-915-9285
March 4-6	National Association of Clinical Nurse Specialists	Portland, OR	717-234-6799
March 13-18	Association of periOperative Registered Nurses	Denver, CO	800-755-2676
<b>April 6-9</b>	<b>Nursing2010 Symposium*</b>	<b>Las Vegas, NV</b>	<b>800-346-7844</b>
April 7-11	National Student Nurses Association	Orlando, FL	718-210-0705
April 9-13	American Organization of Nurse Executives	Indianapolis, IN	202-626-2240
April 18-22	American Society of PeriAnesthesia Nurses	New Orleans, LA	877-737-9696
May 15-20	American Association of Critical-Care Nurses/National Teaching Institute	Washington, DC	949-362-2050
May 15-20	Infusion Nurses Society	Fort Lauderdale, FL	781-440-9408
<b>May 18-21</b>	<b>National Conference for Nurse Practitioners*</b>	<b>Chicago, IL</b>	<b>866-346-7844</b>
June 8-11	Case Management Society of America	Orlando, FL	800-216-2672
June 11-17	American College of Nurse-Midwives	Washington, DC	240-485-1800
June 12-16	Association of Women's Health, Obstetrics and Neonatal Nurses	Nashville, TN	800-673-8499
June 12-16	Wound, Ostomy & Continence Nurses Society	Phoenix, AZ	888-224-9626
July 6-10	National Association for Health Care Recruitment	Las Vegas, NV	919-459-2167
July 8-11	National Nursing Staff Development Organization	San Diego, CA	800-489-1995
July 11-15	Association for Professionals in Infection Control and Epidemiology	New Orleans, LA	202-789-1890
July 22-25	National Association of Hispanic Nurses	Washington, DC	201-567-5850
August 3-8	National Black Nurses Association	San Diego, CA	301-580-3200
September 22-25	Emergency Nurses Association	San Antonio, TX	847-460-4122
<b>September 22-25</b>	<b>Nursing Management Congress*</b>	<b>Nashville, TN</b>	<b>800-346-7844</b>
<b>Sept 28-Oct 2</b>	<b>Clinical Symposium on Advances in Skin &amp; Wound Care*</b>	<b>Nashville, TN</b>	<b>800-346-7844</b>
Sept 29-Oct 1	Managing Today's OR Suite	Orlando, FL	800-442-9918
October 13-15	ANCC National Magnet Conference	Phoenix, AZ	800-284-2378
October 20-25	Academy of Medical-Surgical Nurses	Las Vegas, NV	866-877-2676
November 4-7	National Student Nurses Association—Mid Year Conference	Cincinnati, OH	718-210-0705

\* Sponsored by Lippincott Williams &amp; Wilkins



# Nursing2010<sup>®</sup>

The Peer-Reviewed Journal of Clinical Excellence

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