

2009 Product Advertising Rates

Nursing 2009

THE PEER-REVIEWED JOURNAL OF CLINICAL EXCELLENCE

Committed to Quality...Journal of Excellence, Journal of Choice



Three 2008 awards
2007 "Publication of the Year"



Winner of more Folio: Gold Awards
for Editorial Excellence than
any other nursing journal.



EDITORIAL FOCUS:

Nursing 2009 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.

ESTABLISHED: 1971

CIRCULATION:

Estimated qualified circulation: 242,500

Estimated individual paid subscribers: 156,628

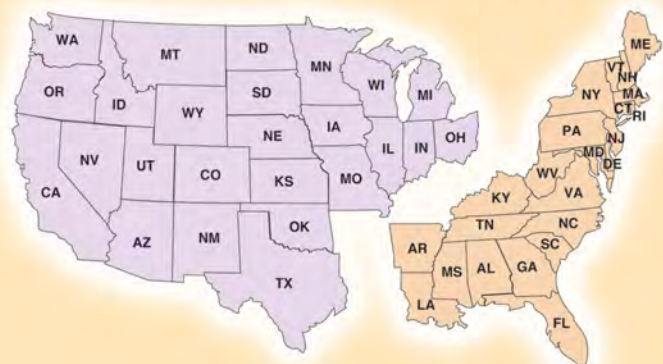
Nursing 2009's circulation includes more individual paid subscribers than any other nursing journal, and renewal rates remain the highest.

Circulation audited by ABC.

See publisher's statement for latest audited circulation.



Audit Bureau of Circulations



ADVERTISING STAFF:

Director of Advertising Sales: Mark Harling

Western Sales Manager: Susan Schmidt
866-442-4190, Fax 847-441-6350
sue.schmidt@wolterskluwer.com

Eastern Sales Manager: Sue Ryan, RN
800-457-9076, Fax 203-853-2252
sue.ryan@wolterskluwer.com

Classified Ad Representative: Sue Harrison
708-562-0816, Fax 708-562-0823
sue.harrison@wolterskluwer.com

Advertising Coordinator: Valerie McCarthy
215-628-7796, Fax 215-754-4921
valerie.mccarthy@wolterskluwer.com



Wolters Kluwer
Health

Lippincott
Williams & Wilkins

Full Run

Circulation: 242,500*

	Full page	2/3 page	Island	1/2 page	1/3 page	1/4 page	1/6 page
1x	\$19,440	\$14,260	\$13,865	\$11,160	\$7,910	\$6,490	\$4,975
3x	\$19,025	\$13,900	\$13,435	\$10,870	\$7,725	\$6,355	\$4,790
6x	\$18,420	\$13,460	\$13,045	\$10,545	\$7,460	\$6,155	\$4,665
9x	\$17,820	\$13,045	\$12,610	\$10,225	\$7,230	\$5,945	\$4,525
12x	\$17,240	\$12,600	\$12,200	\$9,475	\$7,005	\$5,770	\$4,345
18x	\$16,655	\$12,155	\$11,800	\$9,530	\$6,770	\$5,590	\$4,195
24x	\$15,890	\$11,615	\$11,260	\$9,060	\$6,440	\$5,430	\$4,085
36x	\$15,665	\$11,450	\$11,100	\$8,985	\$6,235	\$5,275	\$3,970

Color: Standard 2nd color: \$985 Matched 2nd color: \$1,200
 3 or 4-color process: \$3,570 4-color process spread: \$6,785

Critical Care Edition

Circulation: 60,000*

Targets nurses in the ED, ICU, OR, and post-anesthesia.

Includes complete content of the full run edition and hospital nursing section, plus a section addressing the needs of critical care nurses.

	Full page	2/3 page	1/2 page	1/3 page	1/4 page
1x	\$4,265	\$3,325	\$2,550	\$1,715	\$1,440
3x	\$4,125	\$3,205	\$2,450	\$1,670	\$1,395
6x	\$4,030	\$3,110	\$2,360	\$1,620	\$1,370
9x	\$3,865	\$3,020	\$2,310	\$1,560	\$1,350
12x	\$3,720	\$2,905	\$2,220	\$1,535	\$1,320
18x	\$3,630	\$2,840	\$2,155	\$1,460	\$1,260
24x	\$3,455	\$2,710	\$2,055	\$1,370	\$1,210
36x	\$3,410	\$2,690	\$2,010	\$1,360	\$1,160

Color: Standard 2nd color: \$695
 Matched 2nd color: \$850
 3 or 4-color process: \$1,650
 4-color process spread: \$3,135

Hospital Edition

Circulation: 125,000*

Targets hospital staff nurses and managers.

Includes complete content of full run edition, plus an additional section written specifically for the needs of hospital nurses.

	Full page	2/3 page	1/2 page	1/3 page	1/4 page
1x	\$9,940	\$7,240	\$5,685	\$3,970	\$3,325
3x	\$9,635	\$7,040	\$5,500	\$3,840	\$3,230
6x	\$9,345	\$6,840	\$5,330	\$3,720	\$3,150
9x	\$9,025	\$6,575	\$5,165	\$3,620	\$3,055
12x	\$8,725	\$6,370	\$4,985	\$3,510	\$2,960
18x	\$8,460	\$6,180	\$4,810	\$3,370	\$2,885
24x	\$8,035	\$5,885	\$4,620	\$3,215	\$2,805
36x	\$7,930	\$5,330	\$4,570	\$3,180	\$2,700

Color: Standard 2nd color: \$810 Matched 2nd color: \$905
 3 or 4-color process: \$2,840 4-color process spread: \$5,400

Nursing2009/Nursing Management Combination Buy:

10% discount off any combination of full run or demographic editions if you meet either of the following requirements:

- Place the same ad in both journals the same month.
- Advertise at least 6 times in each journal.

CLOSING DATES:

Space reservations and ad materials: Approximately the 5th of the month preceding issue month.

Pub-set ads: 5 business days prior to usual closing date. Cancellations after closing date are subject to a 50% cancellation fee.

AGENCY COMMISSION:

15% of gross for space and color charges to accredited agencies when invoice is paid within 30 days of billing date. Charges for special inks, printing of inserts, and other production work is not subject to agency commission.

CLASSIFIED ADVERTISING:

Contact Sue Harrison at 708-562-0816 or sue.harrison@wolterskluwer.com.

BLEED: No charge

SPECIAL POSITIONS:

Premium over earned B&W rate.

Cover 2: 20%

Page 1: 10%

Cover 3: 10%

Opposite TOC: 10%

Cover 4: 30%

Other: Contact publisher

* Estimated average qualified circulation. See latest ABC publisher's statement for audited circulation figures.

Nursing2009

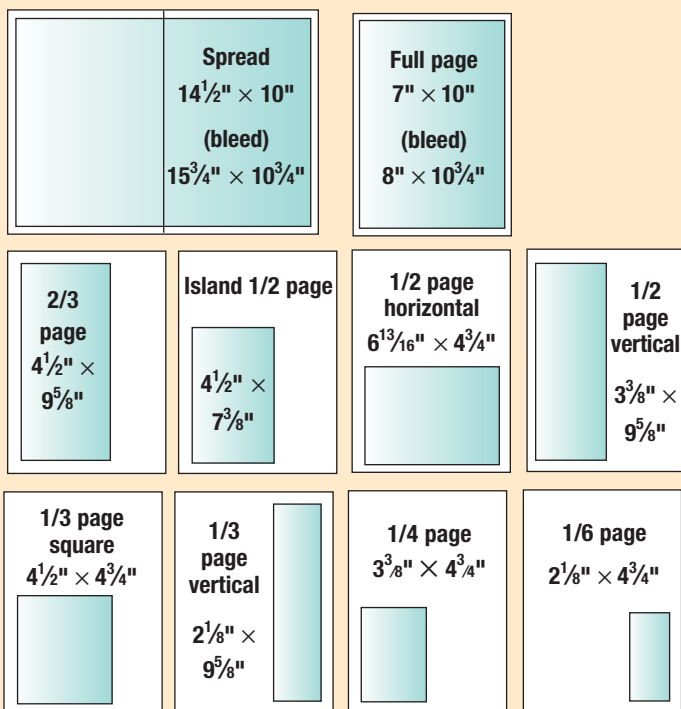
Mechanical Requirements

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

AD SIZES	Width	Depth
Spread	14 1/2"	10"
Full page	7"	10"
2/3 page	4 1/2"	9 5/8"
Island	4 1/2"	7 3/8"
1/2 page horizontal	6 13/16"	4 3/4"
1/2 page vertical	3 3/8"	9 5/8"
1/3 page square	4 1/2"	4 3/4"
1/3 page vertical	2 1/8"	9 5/8"
1/4 page	3 3/8"	4 3/4"
1/6 page	2 1/8"	4 3/4"

BLEED DIMENSIONS

Spread	15 3/4"	10 3/4"
Full page	8"	10 3/4"



MATERIALS 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 4C 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.

Proofs: Required for all methods of ad submission (including email). 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, LWW will print to SWOP standards. LWW assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

SEND INSERTION ORDERS AND MATERIALS TO:

Nursing2009

Attn: Valerie McCarthy, Advertising Coordinator
323 Norristown Road, Suite 200, Ambler, PA 19002
PH: 215-628-7796 FAX: 215-754-4921

E-MAIL SUBMISSION (5 MB maximum file size):

Send the file to ads@lww.com. In the subject line, type N2009, issue date, and advertiser's name.

Inserts

AVAILABILITY AND ACCEPTANCE

BRCs (business reply cards) or full-page or multiple-page preprinted inserts are acceptable on a first-come, first-serve, per-issue basis. Publisher reserves the right to limit the number of such inserts accepted in any issue.

RATES:

BRCs: Earned B&W single page rate
Full-page single leaf inserts: 2x earned B&W page rate
Contact advertising sales manager for all other insert rates.
Inserts contribute toward frequency discounts.

INSERT REQUIREMENTS:

Minimum Dimensions: 4" x 4"

Full leaf inserts should be provided at 8" x 10 3/4" to be trimmed to 7 3/4" x 10 1/2". Less than full-leaf inserts jog to foot and are trimmed 1/8" at the foot and in gutter. Keep live matter 1/2" from trim.

Stock weight: Maximum 100#

Quantity: Consult the Advertising Coordinator.

INSERT SHIPPING INSTRUCTIONS

The total height of the skid can be no more than 45". The product must be secured (banded and wrapped preferably with plastic banding, not metal) on a skid not less than 46" long by 36" wide and not to exceed 48" long by 40" wide. All product must be accompanied by a detailed packing list and bill of lading. Each skid and/or cartons should be clearly marked on all 4 (four) sides with the following information:

- Advertiser Name
- Issue Date (pack each issue separately)
- Count per lift/carton
- Total count per skid
- Job Number (see below for details)

All shipments MUST be accompanied by a 6-digit job number. Printer must be called for delivery appointment. Please call 215-628-7704 for this information.

Marketing Support Programs

Nursing2009 offers numerous value-added and creative marketing options to advertisers. Refer to additional media kit inserts or call your representative for details on any of these options.

VALUE ADDED:

- Readex Message Impact® ad studies
- Bonus distribution
- Ad easels

OTHER OPPORTUNITIES:

- Conference sponsorships and exhibits
- Continuing education sponsorships
- List rental discounts

SPECIAL PROJECTS:

- Inserts
- Outserts
- E-serts®
- Journal Minders®
- Patient education tablets
- Wall charts
- Custom print overruns of published articles
- Web/teleconferencing

NursingCenter.com

No web site delivers as many useful nursing resources as NursingCenter.com, including text from over 50 popular nursing journals, continuing education, drug news, career information, online shopping, and much more.

Many online advertising options are available including:

- Banner ads
- Sponsored content (CE, clinical topic updates, surveys, webcasts, white papers)
- E-mail your ad
- E-newsletter sponsorships
- Knowledge Centers

Contact your advertising representative for more details. Or log onto www.nursingcenter.com/advertising.

Nursing2009

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