

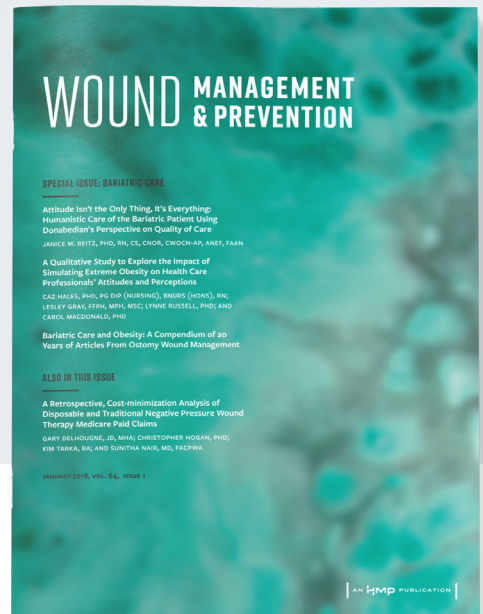
WOUND MANAGEMENT & PREVENTION

2019 Rate Card & Specification Guide

Wound Management & Prevention (formerly *Ostomy Wound Management [OWM]*) addresses the overlapping fields of wound care, ostomy care, continence care, and related skin and nutritional issues. Health care professionals from multiple disciplines and all levels of education and training benefit from the practical, clinically oriented, cutting-edge approach of *Wound Management & Prevention* feature articles and columns. Every feature article published undergoes a rigorous double-blind peer review by members of the editorial board to ensure consistent quality and integrity. The journal is indexed in MEDLINE and in the Cumulative Index to Nursing & Allied Health Literature (CINAHL), underscoring its scientific and clinical soundness.

Wound Management & Prevention is dedicated to:

- Advancing the science and art of wound, ostomy, continence, and skin care;
- Helping authors clearly express and share their findings and ideas;
- Providing readers with information they can readily use in practice;
- Improving the quality of patient care; and
- Protecting the public by monitoring the scientific literature base cited within its content.



Healthcare
made
practical

70 E. Swedesford Road, Suite 100
Malvern, PA 19355



Publication Information

Issuance

Frequency: 12 times per year

Issue date: The second week of each month

Delivery: By mail; full-text articles available online to subscribers

Established

1980

Subscription Rates

Wound Management & Prevention is free to qualified subscribers by request. Rates for U.S. subscriptions: outside controlled universe: \$108, annual; \$23, single copies; foreign subscriptions: \$178, annual; \$36, single copies.

Advertisers Index

Yes

Advertising Acceptance & Copy

All advertising is subject to publisher's approval.

Services to Advertisers

Reprints, enduring materials, outserts, bellybands, sponsored subscriptions, Internet advertising, ad testing, meeting planning, classified and recruitment advertising.

Reprints: For commercial reprints/e-prints, please contact Jeremy Bowden at jbowden@hmpglobal.com.

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Color Display Advertising Rates

2019 CIRCULATION

Advanced Practice Nursing/Therapy Titles

Clinical Nurse Specialist 1,026

Critical Care Nurse 1,017

Discharge Planner/Case Manager 1,503

CWOCN/ET Nurse 4,005

Home Care DON 1,777

Home Care Field Nurse 805

Infection Control 1,627

Inservice Educator 515

Long-Term Care DON 2,015

Med-Surgery Nurse 1,121

Nurse Practitioner 3,432

Physical Therapist 951

Physician Assistant 618

Grand Total 20,412

Physician Titles

Medical Directors and Podiatrists 1,395

Total 21,807

Coverage & Market

Wound Management & Prevention is circulated to advanced practice nurses and clinicians who specialize in the management of ostomies, wounds, incontinence, and related conditions. Over the past almost 4 decades, *Wound Management & Prevention* has played a key role in broadening and defining this multi- and interdisciplinary market.

Color Rates

Four-color rate per page: \$1,350

For pricing on special color combinations, please call the publisher or sales representative.

Ad Sizes

	1 Page	1/2 Page	1/3 Page
1x	\$6,475	\$4,670	\$3,420
6x	\$6,260	\$4,540	\$3,320
12x	\$6,035	\$4,275	\$3,105
24x	\$5,490	\$3,690	\$2,680
36x	\$5,390	\$3,575	\$2,525
48x	\$5,280	\$3,500	\$2,450
72x	\$5,150	\$3,260	\$2,370
96x	\$5,040	\$3,190	\$2,280

Cover Tip

\$15,000 net

Bleed

No charge

Earned Rates

Rates are based on number of insertions placed during each 12-month period. Insertions used by a parent company and its subsidiaries are combined to determine the earned rate. Frequency discounts are in combination with *WOUNDS*, *Podiatry Today*, *Today's Wound Clinic*, and any other HMP journals.

Cover and Premium Positions

Cover 2: Earned rate plus 40% and four-color charge

Cover 3: Earned rate plus 25% and four-color charge

Cover 4: Earned rate plus 50% and four-color charge

Facing Table of Contents: Earned rate plus 25% and four-color charge

Facing Editorial Message: Earned rate plus 25% and four-color charge

Inserts

For insert back-up and folding charges, consult the publisher.

Agency Commission

15% to recognized agencies provided invoices are paid within 30 days.

Mechanical Requirements

Publication Trim Size

7.875" x 10.75"

Mechanical Requirements

- Allow .125" trim on all four sides for full bleed ads.
- Allow .25" safety margin on all four sides to clear trim.

Paper Stock

Text: 50 lb. coated text

Cover: 80 lb. UV coated, text weight

Type of Binding

Perfect bound (adhesive)

Insert Requirements

Please furnish multiple-page inserts folded. Any unusual gatefolds or devices must be submitted in advance for approval. All inserts are subject to acceptance by the publisher. Insert closing date is one month before publication date.

Insert Sizes

Standard inserts: 8.125" x 11"

Minimum stock weight is 70 lb. text;

Maximum weight is 100 lb. text

Quantity: 23,000 (includes spoilage)

Trimming: Ads and inserts: .125" off head and foot and .125" off face and bind edge. Live matter should be kept .25" inside final trim size of 7.875" x 10.75".

Ship all inserts to

Publishers Press, Attn: *Wound Management & Prevention*
13487 S. Preston Highway,
Lebanon Junction, KY 40150-8218
(877) 468-1970

Each carton must be identified with the publication's name, issue date, and quantity.

Full Cover Tips

Front cover

Ad size: 7.875" wide x 8.75" high

Ad size with bleed: 8.125" wide x 9" high

(HMP will place the publication logo on top of the ad. It will be approximately 2" high. Due to postal regulations, the HMP journal logo must be the dominant part of the ad page.)

Inside cover

Trim size: 7.875" wide x 10.625" high

Bleed size: 8.125" wide x 10.875" high

Safety area: 7.25" wide x 10" high

Ad Sizes

	Trim Size	Bleed Size
Full Page	7.875" x 10.75"	8.125" x 11"
Spread	15.75" x 10.75"	16" x 11"
1/2 page vertical	3.75" x 10.75"	4" x 11"
1/2 page horizontal	7.875" x 5.375"	8.125" x 5.625"
1/3 page vertical	2" x 10.75"	2.25" x 11"
1/3 page horizontal	7.875" x 3.75"	8.125" x 4"

Submitting Ad Materials

Digital ad files must be submitted at www.hmpglobal.com/ads.

To submit your ad, please complete the required fields and select the desired magazine and issue date from the drop-down menu. Next, upload the PDF/x-1a file and click "submit."

PDF/x-1a is HMP's accepted ad file format. A PDF/x-1a is an industry-standard term referring to a refined, press-ready, universally accepted PDF file created from a desktop publishing application.

HMP's PDF/x-1a file specifications at a glance

- Fonts must be embedded.
- Images and colors should be grayscale color mode CMYK or grayscale, never RGB or LAB color modes.
- All files must be CMYK. Spot colors or RGB will be automatically converted by HMP. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.
- Please specify if an additional PMS color is required. For pricing on special color combinations, please call the publisher or sales representative.
- OPI must never be included in the file.
- Maximum total ink density is 300%.
- Resolution must be 300 dpi for four-color or grayscale images.
- Resolution must be 1200 dpi or higher for bitmap images.
- The only acceptable ICC profile is U.S. Web Coated (SWOP) v2, or none should be applied.
- Overprinting should always be turned off, unless the design element requires it.
- .125" bleed must be provided on all sides for bleed ads.
- Crop and/or registration marks should offset a minimum of .125".
- Transparency attributes need to be flattened when exporting the PDF.
- Ad should be supplied at the correct trim size.

If you have questions regarding material submission, contact

Elizabeth Vasil, Graphic Production Manager

evasil@hmpglobal.com | (610) 560-0500 or 800-237-7285 x4239

Editorial Calendar

January

Articles: Original research/reviews

Ads close: December 6

Materials due: December 13

February

Focus: Pressure ulcer/injury

Ads close: January 14

Materials due: January 21

March (Ad Study)

Articles: Original research/reviews

Ads close: February 11

Materials due: February 18

April

Focus: Wound care

Bonus distribution: Symposium on Advanced Wound Care Spring/Wound Healing Society Meeting (SAWC Spring/WHS)

Ads close: March 13

Materials due: March 19

May

Articles: Original research/reviews

Ads close: April 10

Materials due: April 17

June

Focus: WOC nursing

Bonus Distribution: Wound Ostomy and Continence Nurses Society (WOCN)

Ads close: May 15

Materials due: May 22

July

Focus: Innovations in products and care

Ads close: June 12

Materials due: June 18

August

Articles: Original research/reviews

Ads close: July 12

Materials due: July 19

September (Ad Study)

Articles: Original research/reviews

Focus: Wound care

Ads close: August 8

Materials due: August 15

October

Focus: Wound care

Bonus distribution: Symposium on Advanced Wound Care Fall (SAWC Fall)

Ads close: September 9

Materials due: September 16

November

Focus: Original research/reviews

Ads close: October 14

Materials due: October 21

December

Focus: Incontinence

Ads close: November 13

Materials due: November 19

Departments

My Scope of Practice

Peer-nominated wound, ostomy, and/or continence clinicians detail paths of professional development, notable achievements, and practice insights.

Special to *Wound Management & Prevention*

Occasional articles present timely, pertinent information on everything from unique new products and approaches to the impact of regulations on care provision.

Guest Editorials/Can We Talk?

Readers have the opportunity to voice their opinions and observations on the policies, events, and people who impact provision of care. Readers also are invited to respond to postings on *Wound Management & Prevention's* responsive website (www.o-wm.com).

Sponsored Columns

Wound Management & Prevention publishes several sponsored columns on a rotating basis throughout the year. Clinicians and manufacturers are encouraged to contact the journal to provide content relevant to areas of interest. Examples include:

- ▶ **Pearls for Practice:** Wound care scenarios provided by experienced clinicians, featuring related products
- ▶ **Wound Care in the First Person:** personal accounts of successful product use

Online Exclusives

Wound Management & Prevention can be viewed via an increasingly interactive and responsive website (www.o-wm.com). In addition to all of the articles archived from each month's print issue, the website features breaking news and online exclusive articles and videos that complement evidence-based research, offer insights into best practice, and enhance commercial editorial opportunities. Watch for frequent updates on Facebook, Twitter, and LinkedIn.

*Convention schedule may be subject to change.