

WOUNDS

A Compendium of Clinical Research and Practice

Part of the  Wound Care Learning Network

2021 Rate Card & Specifications



2021 CIRCULATION

Certified Wound Specialists (CWS) APN (wound care certified)	1,150
Dermatologists	1,048
General Surgeons	4,677
Geriatric/Internal Medicine	1,029
Infectious Disease Physicians	1,208
Orthopedic Surgeons	597
PhDs/Research	205
Physician Assistant	822
Physical Medicine & Rehab	1,284
Plastic Surgeons	2,679
Podiatrists	3,454
Primary Care Physicians	2,021
Vascular Surgeons	2,480
Total	22,654

Coverage & Market

WOUNDS is the only wound care journal dedicated to the physician and surgeon market. The market served is multidisciplinary and broad-based, and comprises general surgeons, vascular surgeons, orthopedic surgeons, plastic surgeons, dermatologists, geriatric/internal medicine physicians, infectious disease physicians, podiatrists, clinical nurses, and researchers in industry or academia (PhDs).

Frequency: 12 times per year

Issue date: Second week of each month

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

Indexed in: MEDLINE/PubMed

Part of the  Wound Care Learning Network

The Wound Care Learning Network encompasses all of the wound care resources available through the auspices of HMP.

Journal articles, continuing education sessions, videos, posters, and information about national and regional conferences are housed in one readily searchable website (woundcarelearningnetwork.com).

Staff

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Editorial Calendar

January

Focus: Original research, reviews, case series
Ads close: December 5
Materials due: December 12

February

Focus: Foot & ankle wounds
Ads close: January 7
Materials due: January 14

March (Ad Study)

Focus: Original research, reviews, case series
Ads close: February 12
Materials due: February 19

April

Bonus distribution: SAWC Spring and Wound Healing Society (SAWC Spring/WHS)
Focus: Original research, reviews, case series
Ads close: March 17
Materials due: March 24

May

Bonus distribution: American College of Foot and Ankle Surgeons (ACFAS); Western Foot & Ankle Conference; American Podiatric Medical Association (APMA) **Focus:** Pressure ulcers
Ads close: April 9
Materials due: April 16

June

Bonus distribution: Wound Ostomy and Continence Nurses Society (WOCN)
Focus: Original research, reviews, case series
Ads close: May 13
Materials due: May 20

July

Bonus distribution: Amputation Prevention Symposium (AMP)
Focus: Venous ulcers
Ads close: June 10
Materials due: June 17

August

Focus: Original research, reviews, case series
Ads close: July 8
Materials due: July 15

September (Ad Study)

Focus: Original research, reviews, case series
Ads close: August 13
Materials due: August 20

October

Bonus distribution: SAWC Fall
Focus: Original research, reviews, case series
Ads close: September 10
Materials due: September 17

November

Focus: Original research, reviews, case series
Ads close: October 7
Materials due: October 14

December

Focus: Burns
Ads close: November 10
Materials due: November 17

*Editorial calendar subject to change based on submissions to *WOUNDS*. Convention schedule may be subject to change.

Departments

Evidence Corner

This department reviews current literature in wound care. The department editor reviews two articles on a specific topic and discusses the rationale, objectives, methods, results, and conclusions of each. It concludes with a clinical perspective on the two articles.

Surgical Corner

Newly launched, this department presents a comprehensive look at a surgical-related wound care case. These articles are written by surgeons treating wounds and provide insight into the case, complications, and any procedures utilized in the treatment plan.

Rapid Communication

This poster-to-publish article is a timely publication of research and case series/studies presented at various conferences. These invitation-only articles are selected by the Editorial Advisory Board and editorial staff. If accepted, articles are published online and indexed in MEDLINE/PubMed.

ePub Ahead of Print

Articles published online prior to print publication provide readers with original research on areas of importance to the wound care clinician. The articles are selected by the editors, available online (www.woundsresearch.com), and indexed in MEDLINE/PubMed in advance of print release.

Advertising Rates

	1 Page	1/2 Page	1/3 Page
1x	\$6,725	\$4,630	\$3,230
6x	\$6,285	\$4,260	\$3,100
12x	\$6,025	\$3,770	\$2,870
24x	\$5,345	\$3,155	\$2,475
36x	\$5,260	\$2,765	\$2,365
48x	\$5,140	\$2,695	\$2,295
72x	\$4,940	\$2,660	\$2,250
96x	\$4,830	\$2,595	\$2,105

Cover Tip

\$15,000 net

Color Rates

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

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

Cover and Premium Positions

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

Cover 3: Earned rate plus 15% and four-color charge

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

Facing Table of Contents: Earned rate plus 30% and four-color charge

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

Facing Editorial Message: Earned rate plus 20% and four-color charge

Other special requested positions: Earned rate plus 15%

Advertising 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)

Cover Tips

The following specs apply if HMP will be printing the cover tip.

Front panel

Trim size: 7.625" wide x 7.75" high (maximum height),

5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7.125" wide x 7.25" high

Back panel

Trim size: 7.625" wide x 7.75" high (maximum height),

5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7" wide x 7.25" high (.375" glue strip)

Insert Sizes

Standard inserts: 8.125" x 11"

Minimum stock weight is 70 lb. text;

Maximum weight is 100 lb. text

Quantity: 24,500 (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".

Shipping

Ship all inserts to:

LSC Communications, Attn: WOUNDS

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.

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 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 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 a PMS color is required. For pricing on special color combinations, please contact the publisher or sales representative.
- 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.
- .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

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