

WOUND MANAGEMENT & PREVENTION

Part of the  Wound Care Learning Network

2021 Rate Card & Specification Guide



2021 CIRCULATION

Advanced Practice Nursing/Therapy Titles

| | |
|---------------------------------|-------|
| Clinical Nurse Specialist | 1,015 |
| Critical Care Nurse | 1,059 |
| Discharge Planner/Case Manager | 1,522 |
| CWOCN | 4,044 |
| Home Health DON | 1,755 |
| Home Health Field Nurse | 778 |
| Infection Control | 1,615 |
| Inservice Educator | 480 |
| Long-Term Care DON | 2,019 |
| Surgery Nurse OR/Surgical Nurse | 1,456 |
| Nurse Practitioner | 3,411 |
| VP of Nursing | 967 |
| Physical Therapist | 942 |
| Physician Assistant | 380 |

Total 21,443

Coverage & Market

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

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 and 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)

HMP Global Publication

Editorial Calendar

January

Focus: Original research, reviews, case series

Ads close: December 7

Materials due: December 14

February

Focus: Pressure ulcer/injury

Ads close: January 13

Materials due: January 20

March (Ad Study)

Focus: Original research, reviews, case series

Ads close: February 15

Materials due: February 22

April

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

Focus: Original research, reviews, case series

Ads close: March 16

Materials due: March 23

May

Focus: Original research, reviews, case series

Ads close: April 15

Materials due: April 22

June

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

Focus: Ostomy

Ads close: May 14

Materials due: May 21

July

Focus: Innovations in products and care

Ads close: June 14

Materials due: June 21

August

Focus: Original research, reviews, case series

Ads close: July 15

Materials due: July 22

September (Ad Study)

Focus: Original research, reviews, case series

Ads close: August 16

Materials due: August 23

October

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

Focus: Original research, reviews, case series

Ads close: September 15

Materials due: September 22

November

Focus: Original research, reviews, case series

Ads close: October 15

Materials due: October 22

December

Focus: Diabetic foot ulcers

Ads close: November 15

Materials due: November 22

Editorial calendar subject to change based on submissions to Wound Management & Prevention. Symposium and conference schedules may also be subject to change.

Departments

Children With Wounds

Vita Boyar, MD, provides practice insights and detailed case reports from her vantage point as a neonatal/perinatal/pediatric specialist.

Special Report

Occasional articles present timely, pertinent information on everything from unique new products and information from national/international associations to the impact of protocols and regulation on care provision.

Guest Editorials

Readers are invited to submit articles to voice their opinions and observations on the policies, people, and events that impact provision of care.

Sponsored Columns

Wound Management & Prevention publishes product-oriented 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.

Advertising Rates

| 2021 ADVERTISING RATES | | | |
|------------------------|---------|----------|----------|
| | 1 Page | 1/2 Page | 1/3 Page |
| 1x | \$6,870 | \$4,955 | \$3,630 |
| 6x | \$6,645 | \$4,815 | \$3,520 |
| 12x | \$6,395 | \$4,535 | \$3,295 |
| 24x | \$5,820 | \$3,915 | \$2,840 |
| 36x | \$5,715 | \$3,790 | \$2,675 |
| 48x | \$5,605 | \$3,715 | \$2,600 |
| 72x | \$5,465 | \$3,775 | \$2,515 |
| 96x | \$5,340 | \$3,385 | \$2,420 |

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 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

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)

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.

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: 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

LSC Communications, 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.

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

Elizabeth Vasil, Graphic Production Manager

evasil@hmpglobal.com | 610.560.0500 or 800.237.7285 x4239