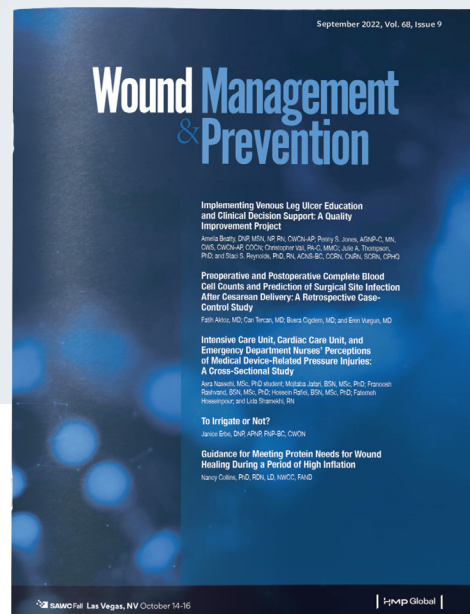


Wound Management & Prevention

Part of the  Wound Care Learning Network

2023 Rate Card & Specification Guide



2023 CIRCULATION

Advanced Practice Nursing/Therapy Titles

Clinical Nurse Specialist	1,006
Critical Care Nurse	1,023
Discharge Planner/Case Manager	1,498
CWOCN	4,076
Home Health DON	1,725
Infection Control	1,510
Long-Term Care DON	2,045
Surgery Nurse OR/Surgical Nurse	1,508
Nurse Practitioner	3,402
VP of Nursing	1,009
Physical Therapist	936
Total	19,738

Coverage & Market

Wound Management & Prevention is circulated to advanced practice nurses and clinicians who specialize in the management of skin, wound, ostomy, and incontinence care. For more than 4 decades, *Wound Management & Prevention* (formerly *Ostomy Wound Management*) has played a key role in broadening and defining this multi- and interdisciplinary market.

Frequency: 4 times per year

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

Healthcare
made
practical

Editorial Calendar

March (Print Ad Study)

Bonus distribution: SAWC/WHS Spring Conference
Ads close: February 2
Materials due: February 9

May

Focus: Coverage of SAWC Spring Sessions and Abstracts
Bonus distribution: WOCNext
Ads close: April 5
Materials due: April 12

September

Focus: Top Innovations in Products and Care, Coverage of WOCNext Sessions and Abstracts
Bonus distribution: SAWC Fall Conference
Ads close: August 2
Materials due: August 9

November

Focus: Coverage of SAWC Fall Sessions and Abstracts
Additional supplement: 2024 Wound Care Conference Calendar
Ads close: October 2
Materials due: October 9

Editorial calendar subject to change based on submissions to Wound Management & Prevention.

Departments

Nutrition Matters

Nancy Collins, PhD, RDN, writes about nutrition's impact on wound healing and provides hands-on recommendations for clinicians.

Can We Talk?

Expert insights into timely, important concerns relevant to the clinical, professional, and regulatory arenas in which readers practice.

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.

Advertising Rates

2023 COLOR ADVERTISING RATES			
	1 Page	1/2 Page	
1x	\$10,686	\$8,160	
6x	\$10,392	\$7,974	
12x	\$10,062	\$7,608	
24x	\$9,300	\$6,786	
36x	\$9,162	\$6,624	
48x	\$9,018	\$6,522	
72x	\$8,832	\$6,600	
96x	\$8,670	\$6,090	

Cover Tip

\$15,000 net

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 1 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"

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