

MEDSURG NURSING®

Official Journal of the Academy of Medical-Surgical Nurses

2018 MEDIA KIT

Advertise your products and services to more than
13,000 MEDICAL-SURGICAL NURSES



AMSN
members receive:

Digital versions of both publications.
Med-Surg Nursing Connection E-newsletter.

MEDSURG NURSING®

Here's what our readers say about the journal:*

80% pass the journal along to up to 6 additional readers

51% use advertisement information for patient education

73% discuss journal articles with others

62% find the journal's CNE series valuable

80% visit the *MEDSURG Nursing* Journal website

70% keep their journal for more than one year

69% used journal advertisements to recommend/purchase products or services, contracted advertiser or company representative for more information about a product, or discussed advertisements or products with others

*Source: 2016 Readership Survey

National Advertising Representative:

Anthony J. Jannetti, Inc.
Rick Gabler, Director of Marketing
Heidi Perret, Marketing Coordinator
Phone: 856-256-2375; Fax 856-589-7463
Email: heidi.perret@ajj.com

General Information

Editorial Philosophy: *MEDSURG Nursing*® offers its readers an in-depth and educational examination of the key clinical issues, research, and trends in medical-surgical nursing. To address the interests of its primary readers, who are medical-surgical nurses, *MEDSURG Nursing*® publishes clinical and evidence-based articles that advance improvements in health restoration, health promotion, and health maintenance. As the official journal of the Academy of Medical-Surgical Nurses (AMSN), *MEDSURG Nursing*® is committed to the promotion of health and the prevention of illness in adults. By sharing the latest vital clinical nursing care information from leading experts, the journal strives to support medical-surgical nurses in acute, general, private, long-term, and outpatient settings and to prepare others to assume such roles in the future.

Established: Premier issue published September 1992

Subscription Data: Individual \$60 per year
Institutional \$90 per year

Services to Advertisers: Advertising placement interspersed
Advertiser's index
Mailing list available to contract advertisers
New product report
Advertorials available; contact publisher
CNE Sponsorships available

Reprints: For information on purchasing article reprints contact: Rick Gabler at 856-256-2314 or via email at rick.gabler@ajj.com.

CIRCULATION:
Guaranteed Circulation: 13,000 Includes members of the Academy of Medical-Surgical Nurses, paid subscribers and promotional copies.

Coverage: National

Earned Rates: Rates are earned by total number of insertions used 12 months from date of first insertion.

Agency Commission: A 15% agency discount will be allowed to qualified agencies if accounts are paid within 30 days.

Cancellations: Cancellations will not be accepted after the closing date of each issue.

Rate Protection Policy: Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Publisher reserves the right to require prepayment for advertisements.

**Disposition of
Reproduction Materials:** Reproduction materials will be held for one year from date of last insertion and then destroyed.

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Anthony J. Jannetti, Publisher
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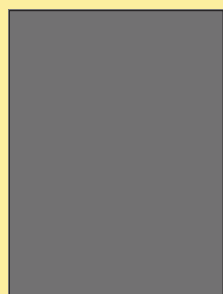
Data and Advertising Rate Card

Effective January 2018

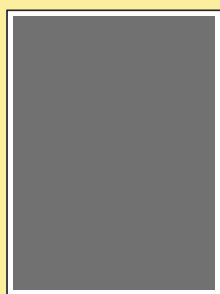
Issue – Published Bimonthly		Deadlines
January/February	"Advanced Degree" issue of <i>MedSurg Nursing</i> . This issue will be dedicated to both members that have advanced degrees and those looking to obtain an MSN or higher. Plus, special focus issue on Nursing Research.	Space: January 4 Materials: January 11
March/April	"Magnet® Hospital" issue. This issue will focus on Magnet hospitals, as well as hospitals working to achieve Magnet status. Editorial content will include Continuous Quality Improvement, which is a main asset in being a Magnet hospital.	Space: March 8 Materials: March 15
May/June	Pre Convention issue – Extra circulation to large & medium MedSurg units to promote the AMSN Annual Convention, September 13-16, 2018 in Lake Buena Vista, FL!	Space: May 3 Materials: May 10
July/August	Convention issue – Bonus circulation to 1,000+ medical-surgical nurses in attendance at the AMSN Annual Convention, September 13-16, 2018 in Lake Buena Vista, FL!	Space: July 5 Materials: July 12
September/October	MedSurg Nurse Manager issue – Special focus on MedSurg Nurse Managers: Plus, bonus circulation to Nurse Managers.	Space: September 6 Materials: September 13
November/December	"Advanced Practice" issue. This issue will focus on advanced practice topics in the MedSurg workplace. Bonus circulation to Medsurg units.	Space: November 8 Materials: November 15

Preferred Positions (covers noncancelable):		Advertising Rates Advertising rates per insertion (black & white):			
2nd Cover	30% premium*		1X	6X	12X
3rd Cover	20% premium*	One Page	\$1,700	\$1,525	\$1,450
4th Cover	50% premium*	1/2 Page	\$1,200	\$1050	\$975
Page One	30% premium*	1/4 Page	\$975	\$850	\$825
All other Premium Positions	15% premium*	Color Rate	Four color additional cost \$1,400		

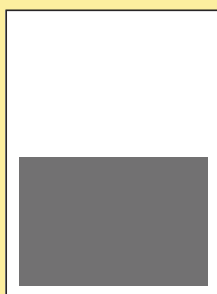
Mechanical Requirements (Trim size 8.125" x 10.875")



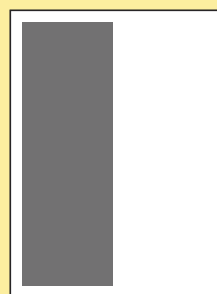
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8.375" x 11.25"



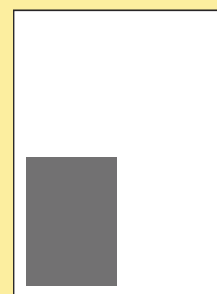
Full page, no bleed
7" x 10"



Half page horizontal
7" x 4.78"



Half page vertical
3.375" x 10"



1/4 page
3.75" x 4.875"

Reproduction Requirements

MEDSURGNursing® is reproduced by offset lithography. Journal stock is: Covers – 80 lb. Coated Freesheet; Inside – 50 lb. Coated Groundwood. Preferred format is a PDF file.

Line Screen: Recommended is 133. Maximum is 150. Maximum density is 300% (69% magenta, 69% yellow, 80% black, and 82% cyan). Web fed. Round dots preferred. Rotation of Colors: Black, Blue, Red, and Yellow.

PDF file is the accepted format: All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

Bleed Information: Keep live matter 1/4" from trim, 1/4" from gutter.

Binding: **MEDSURGNursing®** is saddle stitched.

Forward all contracts, insertion orders and printing materials to:

MEDSURGNursing®, c/o Anthony J. Jannetti, Inc.

Attention: Heidi Perret, Marketing Coordinator
Postal - Box 56, E. Holly Avenue
Pitman, NJ 08071-0056

Phone: 856-256-2375; **Fax:** 856-589-7463

Email: heidi.perret@ajj.com

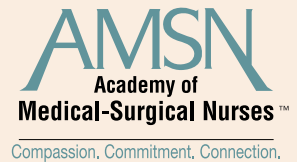
AMSN reserves the right to review all advertising materials submitted. If these materials are not in keeping with the AMSN mission, we reserve the right to reject the submitted material.

Web Site & E-news Advertising

Advertise on either the AMSN Website (which averages over 57,000 hits per month) or the AMSN monthly e-news **Med-Surg Nursing Connection** (which is sent to all 11,000+ AMSN members) with commercial advertising, or on the **MedSurg Nursing Journal** website with recruitment advertising (80% of AMSN members visit the **MedSurg Nursing Journal website**) All offer a direct link to your website. **All are dynamic opportunities for more visibility with AMSN members and the Medsurg Nursing community.**

AMSN Website www.amsn.org accepts sidebar banners only:

- \$1,250 net per month/\$2,250 net for a two month consecutive run



MedSurg Nursing Journal website www.medsurnursing.net

accepts both leaderboard and sidebar banners:

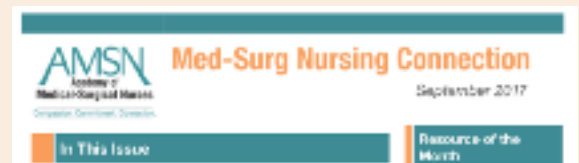
- Leaderboard \$1,500 net per month/\$2,750 net for a two month consecutive run
- Sidebar \$1,250 net per month/\$2,250 net for a two month consecutive run



Med-Surg Nursing Connection

accepts sidebar banners only:

- \$1,500 net per issue



If interested in any of the above advertising, contact
Heidi Perret email: heidi.perret@ajj.com or via phone at 856-256-2375.

AMSN Career Center

Find the ideal employee on the AMSN Career Center, www.amsn.org. It's the easiest and most cost-effective way to recruit!

Visit the AMSN Career Center today to find the perfect employee!