

Advances in Skin & Wound Care

23,279

Total Subscribers

38,457

Average Monthly Visits

Website

<http://www.ASWCjournal.com/>

Content Focus

A peer-reviewed, multidisciplinary journal, *Advances in Skin & Wound Care* is highly regarded for its unique balance of cutting-edge original research and practical clinical management articles on wounds and other problems of skin integrity. Each issue features CME/CE for physicians and nurses, the first journal in the field to regularly offer continuing education for both disciplines.



Organizational Affiliation

American Professional Wound Care Association (APWCA)

Editor-in-Chief

Elizabeth A. Ayello, PhD, RN, CWON, ETN, MAPWCA, FAAN and R. Gary Sibbald, BSc, MD, DSc (Hons), MEd, FRCPC (Med Derm), FAAD, MAPWCA, JM

Frequency

12 issues per year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

 [Additional Audience Data](#)

	US	ROW	TOTAL
Total Subscribers	23,215	64	23,279
Print & Online Circulation	23,162	49	23,211
Online-Only Circulation	53	15	68

Website Engagement

	US	ROW	TOTAL
Average Monthly Visits	16,828	21,629	38,457
Average Monthly Page Views	21,370	28,338	49,708

Run of Book Rates

Advances in Skin & Wound Care

Rates apply to inclusion in Print issues. A NursingJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$5,475	\$3,340	\$4,445	\$2,310
3 x	\$5,320	\$3,185	\$4,350	\$2,215
6 x	\$5,200	\$3,065	\$4,270	\$2,135
9 x	\$5,080	\$2,945	\$4,180	\$2,045
12 x	\$4,880	\$2,745	\$4,045	\$1,910
18 x	\$4,215	\$2,080	\$3,550	\$1,415
24 x	\$3,620	\$1,485	\$3,180	\$1,045
36 x	\$3,560	\$1,425	\$3,130	\$995
48 x	\$3,065	\$930	\$2,775	\$640

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 2 times earned B/W (PI) page rate

4-page: 4 times earned B/W (PI) page rate

Larger units, gatefolds, BRCs: Consult Sales Specialist.

Advances in Skin & Wound Care/JWOCN Combination Rates

Rates apply to inclusion in Print issues of *Advances in Skin & Wound Care* and *Journal of Wound, Ostomy and Continence Nursing*. A NursingJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$7,478	\$4,673	\$6,139	\$3,334
6 x	\$7,073	\$4,268	\$5,906	\$3,101
12 x	\$6,735	\$3,930	\$5,633	\$2,828
18 x	\$6,154	\$3,349	\$5,224	\$2,419
24 x	\$5,633	\$2,828	\$4,901	\$2,096
36 x	\$5,550	\$2,745	\$4,838	\$2,033

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/20/2020	11/30/2020	12/8/2020	12/22/2020
February	12/22/2020	12/29/2020	1/7/2021	1/21/2021
March	1/25/2021	1/29/2021	2/8/2021	2/23/2021
April	2/22/2021	2/26/2021	3/8/2021	3/22/2021
May	3/25/2021	3/31/2021	4/8/2021	4/22/2021
June	4/22/2021	4/28/2021	5/6/2021	5/20/2021
July	5/24/2021	5/28/2021	6/8/2021	6/22/2021
August	6/23/2021	6/29/2021	7/8/2021	7/22/2021
September	7/27/2021	8/2/2021	8/10/2021	8/24/2021
October	8/23/2021	8/27/2021	9/7/2021	9/21/2021
November	9/23/2021	9/29/2021	10/7/2021	10/21/2021
December	10/26/2021	11/1/2021	11/9/2021	11/23/2021

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

7 3/4" x 10 3/4". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15"	x	9 7/8"	15 3/4"	x	11"
Full page:	6 7/8"	x	9 7/8"	8"	x	11"
1/2 page horizontal:	6 7/8"	x	4 7/8"	8"	x	5 1/2"
1/2 page vertical:	3 3/8"	x	9 7/8"	4"	x	11"

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final

trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: AMP insert guidelines. Sample of insert must be submitted to Sales Representative for approval.

Availability: Two to twelve pages. All inserts are to be supplied untrimmed, folded (except single leaf) and ready for binding. Contact the Production Associate for insert specifications, quantity, and shipping instructions.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Sales Representative

Name: Michael Andrews, Vice President, Sales

Email: michael.andrews@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Dave Wiegand, Field Sales Representative

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Advertising Coordinator

Name: Diane Shapiro

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Production Associate

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