

Clinical Nurse Specialist®

1,624
Total Subscribers

11,652
Average Monthly Visits

Website

<http://www.cns-journal.com/>

Content Focus

The purpose of *Clinical Nurse Specialist™: The International Journal for Advanced Nursing Practice* is to disseminate outcomes of clinical nurse specialist practice, to foster continued development of the clinical nurse specialist role, and to highlight clinical nurse specialist contributions to advancing nursing practice and health policy globally. Objectives of the journal are: 1. Disseminate knowledge about clinical nurse specialist competencies and the education and regulation of practice; 2. Communicate outcomes of clinical nurse specialist practice on quality, safety, and cost of nursing and health services across the continuum of care; 3. Promote evidence-based practice and innovation in the transformation of nursing and health policy for the betterment of the public welfare; 4. Foster intra-professional and interdisciplinary dialogue addressing nursing and health services for specialty populations in diverse care settings and cultures.



Organizational Affiliation

Official Journal of the National Association of Clinical Nurse Specialists

Impact Factor

0.829

Impact Factor Ranking

Nursing 103/123

Editor-in-Chief

Janet S. Fulton, PhD, RN

Frequency

6 issues / year

Advertising Guidelines

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

Distribution

Print Circulation:	596
Electronic-Only Circulation:	1,028
Total Subscribers:	1,624

Website Engagement

Average Monthly Visits:	11,652
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Run of Book Rates

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	\$3,255	\$1,350	\$2,845	\$940
3 x	\$3,235	\$1,330	\$2,840	\$935
6 x	\$3,220	\$1,315	\$2,835	\$930
12 x	\$3,195	\$1,290	\$2,810	\$905
18 x	\$3,175	\$1,270	\$2,790	\$885
24 x	\$3,155	\$1,250	\$2,785	\$880
36 x	\$3,135	\$1,230	\$2,780	\$875

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.

Agency Commission

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

Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

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
Jan/Feb	11/13/2019	11/19/2019	11/27/2019	12/13/2019
Mar/Apr	1/23/2020	1/29/2020	2/6/2020	2/21/2020
May/June	3/20/2020	3/26/2020	4/3/2020	4/17/2020
July/Aug	5/21/2020	5/28/2020	6/5/2020	6/19/2020
Sept/Oct	7/24/2020	7/30/2020	8/7/2020	8/21/2020
Nov/Dec	9/18/2020	9/24/2020	10/2/2020	10/16/2020

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:	x		15 3/4"	x 11"
Full page:	6 7/8"	x 9 7/8"	8"	x 11"

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

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. Consult 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.

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