

JOURNAL OF THE
**American Association
of Nurse Practitioners**

16,631
Average Monthly Visits

91,200
Emails

Website

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

Content Focus

The *Journal of the American Association of Nurse Practitioners (JAANP)*, an official, scholarly, peer-reviewed journal of the American Association of Nurse Practitioners, offers timely and original articles addressing clinical practice, clinical management, health policy, research, education, and other issues affecting advance practice nursing and patient-centered healthcare.



Organizational Affiliation

Official journal of the American Association of Nurse Practitioners (AANP)



Impact Factor

1.420

Impact Factor Ranking

Nursing 62/123; Health Care Sciences and Services 87/102

Editor-in-Chief

Kim Curry, PhD, FNP, FAANP

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor. [JAANP Guidelines for Advertising](#) apply. New copy must be received by the Publisher two weeks before closing date.

Website Engagement

Average Monthly Visits: 16,631

Average Monthly Page Views: 33,126

Email Engagement

eTOC Subscribers: 91,200

Readership

The readers of the *JAANP* are mostly primary care NPs and other advanced practice registered nurses (APRNs), who provide care in domestic and international settings where they serve clients of all ages, manage a broad spectrum of acute and chronic conditions, prescribe a variety of medications and treatments, and function to the full scope of advanced practice nursing in their respective states and countries.

[Download additional audience data.](#)

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
- 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.

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