

JDNA

JOURNAL OF THE DERMATOLOGY NURSES' ASSOCIATION®

1,572

Total Subscribers

322,438

Nursing (Specialty) Average Monthly Visits

Website

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

Audience

Dermatology nurses, dermatology nurse practitioners, wound care nurse practitioners, skin cancer nurse practitioners, pediatric nurses

Content Focus

JDNA publishes the latest news, research, and clinical content affecting the field of dermatology nursing. Topics covered include cosmetics, medical dermatology, surgical dermatology, cutaneous oncology, and health care policy and advocacy. Continuing education articles/credits are offered in each issue.

Organizational Affiliation

Official Journal of the Dermatology Nurses' Association

Editor-in-Chief

Angela L. Borger, DNP, FNP, DNC

Frequency

6 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	1,514	58	1,572
Print & Online Circulation	1,511	58	1,569
Online-Only Circulation	3	0	3

Digital Audience Engagement

	US	ROW	TOTAL
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	US	ROW	TOTAL
Nursing (Specialty) Average Monthly Visits	153,977	168,461	322,438
Nursing (Specialty) Average Monthly Page Views	235,120	248,075	483,195

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	\$4,485	\$2,625	\$3,700	\$1,840
3 x	\$4,375	\$2,515	\$3,630	\$1,770
6 x	\$4,250	\$2,390	\$3,540	\$1,680
12 x	\$3,995	\$2,135	\$3,360	\$1,500
24 x	\$3,855	\$1,995	\$3,250	\$1,390

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: Rates upon request

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
Jan/Feb	12/23/2020	12/30/2020	1/8/2021	1/22/2021
Mar/Apr	2/23/2021	3/1/2021	3/9/2021	3/23/2021
May/June	4/26/2021	4/30/2021	5/10/2021	5/23/2021
July/Aug	6/24/2021	6/30/2021	7/9/2021	7/23/2021
Sept/Oct	8/25/2021	8/31/2021	9/9/2021	9/23/2021

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
Nov/Dec	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". Maximum 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 H spread:	15"	x	4-7/8"	15-3/4"	x	5-1/2"
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 leaves), 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

Phone: 847-361-6128

Email: dave.wiegand@wolterskluwer.com

Advertising Coordinator

Name: Linda Meshey

Phone: 215-521-8386

Email: linda.meshey@wolterskluwer.com

Production Associate

Name: Lacey Archer

Phone: 215-521-8340

Email: lacey.archer@wolterskluwer.com

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