

# THE JOURNAL OF NURSING ADMINISTRATION

1,113

Total Subscribers

147,477

Nursing Management and Administration Specialty Average Monthly Visits

## Website

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

## Specialty

Nursing Management and Administration; Leadership

## Content Focus

*JONA*™ is the authoritative source of information on developments and advances in patient care leadership. Content is geared to nurse executives, directors of nursing, and nurse managers in hospital, community health, and ambulatory care environments. Practical, innovative, and solution-oriented articles provide the tools and data needed to excel in executive practice in changing healthcare systems: leadership development; human, material, and financial resource management and relationships; systems, business, and financial strategies. All articles are peer-reviewed, selected and developed with the guidance of a distinguished group of editorial advisors.



## Organizational Affiliation

*JONA* is a benefit of full individual membership in the Association for Leadership Science in Nursing (ALSN, formerly CGEAN). *JONA* is also available to American Organization for Nursing leadership (AONL) and ANCC National Magnet Conference® attendees at a reduced member benefit rate.

## Editor-in-Chief

Karen S. Hill, DNP, RN, NEA-BC, FACHE, FAAN

## Frequency

11 issues / 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	1,066	47	1,113
Print Circulation	998	42	1,040
Online-Only Circulation	68	5	73

## Digital Audience Engagement

	US	ROW	TOTAL
Nursing Management and Administration Specialty Average Monthly Visits	82,573	64,904	147,477
Nursing Management and Administration Specialty Average Monthly Page Views	126,167	95,330	221,497

## Run of Book Rates

### The Journal of Nursing Administration

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$3,695	\$2,480	\$2,975	\$1,760
3 x	\$3,615	\$2,400	\$2,960	\$1,745
6 x	\$3,565	\$2,350	\$2,930	\$1,715
12 x	\$3,485	\$2,270	\$2,895	\$1,680
18 x	\$3,415	\$2,200	\$2,875	\$1,660
24 x	\$3,375	\$2,160	\$2,850	\$1,635
36 x	\$3,335	\$2,120	\$2,840	\$1,625

### Cover and Preferred Position Rates

**Cover 2:** 35% of earned B/W (PI) page rate

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

**Cover 4:** 50% of earned B/W (PI) page rate

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

### Insert Rates

**2-page:** 3 times earned B/W (PI) page rate

**4-page:** 5 times earned B/W (PI) page rate

**Larger units, gatefolds, BRCs:** Rates upon request

### JONA/Nursing Management Combination Rates

Rates apply to inclusion in Print issues of *The Journal of Nursing Administration* and *Nursing Management*. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$12,717	\$9,864	\$9,086	\$6,233
6 x	\$12,245	\$9,392	\$8,996	\$6,143
12 x	\$11,786	\$8,933	\$8,762	\$5,909
18 x	\$11,529	\$8,676	\$8,622	\$5,769
24 x	\$11,354	\$8,501	\$8,505	\$5,652
36 x	\$11,169	\$8,316	\$8,429	\$5,576

### 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
<b>January</b>	11/21/2022	11/29/2022	12/7/2022	12/21/2022
<b>February</b>	1/4/2023	1/10/2023	1/19/2023	2/2/2023
<b>March</b>	2/2/2023	2/8/2023	2/16/2023	3/2/2023
<b>April</b>	3/6/2023	3/10/2023	3/20/2023	4/3/2023
<b>May</b>	4/7/2023	4/13/2023	4/21/2023	5/5/2023
<b>June</b>	5/4/2023	5/10/2023	5/18/2023	6/2/2023
<b>July/Aug</b>	7/5/2023	7/11/2023	7/19/2023	8/2/2023
<b>September</b>	8/4/2023	8/10/2023	8/18/2023	9/1/2023
<b>October</b>	8/31/2023	9/7/2023	9/15/2023	9/29/2023
<b>November</b>	9/29/2023	10/5/2023	10/13/2023	10/27/2023
<b>December</b>	10/26/2023	11/1/2023	11/9/2023	11/27/2023

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

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Saddle stitch

### 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"	16"	x	11-1/8"
Full page:	6-7/8"	x	9-7/8"	8-1/8"	x	11-1/8"
1/2 page H spread:	15"	x	4-7/8"		x	
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; Open Type 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. 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.

Contact Us

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