

JCRP

Journal of Cardiopulmonary Rehabilitation and Prevention

3,450
Total Subscribers

11,858
Average Monthly Visits

Website

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

Content Focus

Journal of Cardiopulmonary Rehabilitation and Prevention (JCRP) was the first, and remains the only, professional journal dedicated to improving multidisciplinary clinical practice and expanding research evidence specific to both cardiovascular and pulmonary rehabilitation. This includes exercise testing and prescription, behavioral medicine, and cardiopulmonary risk factor management.



Organizational Affiliation

Official Journal of the American Association of Cardiovascular & Pulmonary Rehabilitation (AACVPR) and Canadian Association of Cardiac Rehabilitation (CACR)

Impact Factor

1.383

Impact Factor Ranking

Cardiac & Cardiovascular Systems 114/136

Editor-in-Chief

Leonard A. Kaminsky, PhD

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:	337
Electronic-Only Circulation:	3,113
Total Subscribers:	3,450

Website Engagement

Average Monthly Visits:	11,858
Average Monthly Page Views:	18,930

Run of Book Rates

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

Volume	Full Page		1/2 Page	
	Full Page Color	B/W (PI)	1/2 Page Color	B/W (PI)
1 x	\$1,855	\$1,855	\$1,265	\$1,265

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

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

Larger units, gatefolds, BRCs: consult Sales Representative.

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	12/11/2019	12/17/2019	12/26/2019	1/10/2020
Mar/Apr	2/13/2020	2/20/2020	2/28/2020	3/13/2020
May/June	4/10/2020	4/16/2020	4/24/2020	5/8/2020
July/Aug	6/11/2020	6/17/2020	6/25/2020	7/10/2020
Sept/Oct	8/13/2020	8/19/2020	8/27/2020	9/11/2020
Nov/Dec	10/16/2020	10/22/2020	10/30/2020	11/13/2020

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:	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"		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

Insert Requirements

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

Sizes: 8-1/8" x 11-1/8". Keep live matter 1/2" from trim. All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding.

Paper Stock: Maximum 80 lb. coated.

Quantity: Consult Production Associate.

Packing Instructions: Carton packing preferred. Publication, quantity and issue must be clearly indicated.

Shipping Address: Consult Production Associate.

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.

Advertising Representative (U.S.)

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