

# THE JOURNAL OF PERINATAL & NEONATAL NURSING

219

Total Subscribers

333,434

Nursing (Specialty) Average Monthly Visits

## Website

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

## Audience

Nurse practitioners, midwives, obstetrics and gynecology healthcare providers, neonatal and perinatal nurses

## Content Focus

*The Journal of Perinatal and Neonatal Nursing (JPNN)* strives to advance the practice of evidence-based perinatal and neonatal nursing through peer-reviewed articles in a topic-oriented format. Each issue features scholarly manuscripts, continuing education options, and columns on expert opinions, legal and risk management, and education resources. The perinatal focus of *JPNN* centers around labor and delivery and intrapartum services specifically and overall perinatal services broadly. The neonatal focus emphasizes neonatal intensive care and includes the spectrum of neonatal and infant care outcomes. Featured articles for *JPNN* include evidence-based reviews, innovative clinical programs and projects, clinical updates and education and research-related articles appropriate for registered and advanced practice nurses.



## Editor-in-Chief

### Co-Founder, Senior and Perinatal Editor:

Diane J. Angelini, EdD, CNM, NEA-BC, FACNM, FAAN

### Neonatal Editor:

Katherine Gregory, PhD, RN

## Frequency

4 issues / year

## Advertising Guidelines

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

## Distribution

	US	ROW	TOTAL
Total Subscribers	199	20	219
Print Circulation	187	16	203
Online-Only Circulation	12	4	16

## Digital Audience Engagement

	US	ROW	TOTAL
Nursing (Specialty) Average Monthly Visits	158,637	174,797	333,434
Nursing (Specialty) Average Monthly Page Views	240,314	257,133	497,447

## 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	\$1,055	\$1,055	\$720	\$720

## 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
<b>Jan/Mar</b>	1/13/2022	1/20/2022	1/28/2022	2/11/2022
<b>Apr/June</b>	4/13/2022	4/19/2022	4/27/2022	5/11/2022
<b>July/Sept</b>	7/13/2022	7/19/2022	7/27/2022	8/10/2022
<b>Oct/Dec</b>	10/12/2022	10/18/2022	10/26/2022	11/9/2022

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 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 instructions.

**Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

### 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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