



6,590

Total Subscribers

322,438

Nursing (Specialty) Average Monthly Visits

Website

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

Audience

Nurse practitioners, dermatologists, wound care specialists, urologists

Content Focus

The *Journal of Wound, Ostomy and Continence Nursing (JWOCN)*, the official journal of the Wound, Ostomy and Continence Nurses Society™ (WOCN®), is the premier publication for wound, ostomy and continence practice and research. The Journal’s mission is to publish current best evidence and original research to guide the delivery of expert health care.

WOCN Mission Statement: The WOCN Society is a professional nursing society which supports its members by promoting educational, clinical and research opportunities to advance the practice and guide the delivery of expert health care to individuals with wounds, ostomies and incontinence.

Organizational Affiliation

Wound, Ostomy and Continence Nurses Society™

Editor-in-Chief

Mikel L. Gray, PhD, FNP, PNP, CUNP, CCCN, FAANP, FAAN

Frequency

6 issues per year

Advertising Guidelines

Subject to the approval of the editor and society.

Distribution

 [Additional Audience Data](#)



	US	ROW	TOTAL
Total Subscribers	5,809	781	6,590
Print & Online Circulation	5,739	772	6,511
Online-Only Circulation	70	9	79

Digital Audience Engagement

	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

Journal of Wound, Ostomy and Continence Nursing

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	\$4,585	\$2,950	\$3,815	\$2,180
3 x	\$4,425	\$2,790	\$3,745	\$2,110
6 x	\$4,315	\$2,680	\$3,675	\$2,040
12 x	\$4,180	\$2,545	\$3,535	\$1,900
18 x	\$4,070	\$2,435	\$3,485	\$1,850
24 x	\$3,970	\$2,335	\$3,420	\$1,785
36 x	\$3,915	\$2,280	\$3,385	\$1,750

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

JWOCN/Advances in Skin & Wound Care Combination Rates

Rates apply to inclusion in Print issues of *Journal of Wound, Ostomy and Continence Nursing* and *Advances in Skin & Wound Care*. 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	\$7,628	\$4,770	\$6,263	\$3,405
6 x	\$7,216	\$4,358	\$6,023	\$3,165
12 x	\$6,867	\$4,009	\$5,746	\$2,888
18 x	\$6,278	\$3,420	\$5,329	\$2,471
24 x	\$5,746	\$2,888	\$4,999	\$2,141
36 x	\$5,659	\$2,801	\$4,932	\$2,074

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	12/13/2021	12/17/2021	12/28/2021	1/13/2022
Mar/Apr	2/10/2022	2/16/2022	2/24/2022	3/10/2022
May/June	4/14/2022	4/20/2022	4/28/2022	5/12/2022
July/Aug	6/14/2022	6/21/2022	6/29/2022	7/14/2022
Sept/Oct*	8/15/2022	8/19/2022	8/29/2022	9/13/2022
Nov/Dec	10/20/2022	10/26/2022	11/3/2022	11/17/2022

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"	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 leaf), and ready for binding. Consult Production Associate for insert specifications, quantity, and shipping instructions.

Business Reply Card Requirements: A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page.

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

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Production Associate

Name: Stacie Gantz

Phone: 215-521-8309

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