

MCN *The American Journal of Maternal/Child Nursing*

935

Total Subscribers

17,106

Average Monthly Visits

Website

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

Content Focus

MCN's mission is to provide the most timely, relevant information to nurses practicing in perinatal, neonatal, midwifery, and pediatric specialties. MCN is a peer-reviewed journal that meets its mission by publishing clinically relevant practice and research manuscripts aimed at assisting nurses toward evidence-based practice. MCN focuses on today's major issues and high priority problems in maternal/child nursing, women's health, and family nursing with extensive coverage of advanced practice healthcare issues relating to infants and young children.



Impact Factor

1.169

Impact Factor Ranking

Nursing 78/123

Editor-in-Chief

Kathleen R. Simpson, PhD, RNC, CNS-BC, FAAN

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:	902
Electronic-Only Circulation:	33
Total Subscribers:	935

Website Engagement

Average Monthly Visits:	17,106
Average Monthly Page Views:	26,023

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)
1x	\$1,065	\$1,065	\$730	\$730

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 Specialist.

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	11/13/2019	11/19/2019	11/27/2019	12/13/2019
Mar/Apr	1/31/2020	2/6/2020	2/14/2020	3/2/2020
May/June	4/3/2020	4/9/2020	4/17/2020	5/1/2020
July/Aug	6/5/2020	6/11/2020	6/19/2020	7/3/2020
Sept/Oct	7/24/2020	7/30/2020	8/7/2020	8/21/2020
Nov/Dec	9/25/2020	10/1/2020	10/9/2020	10/23/2020

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:	x		15 3/4"	11"
Full page:	6 7/8"	x	9 7/8"	8"
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 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.

Advertising Representative (U.S.)

Name: Linda Barta

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