

Nursing made Incredibly Easy!

5,213

Total Subscribers

679,991

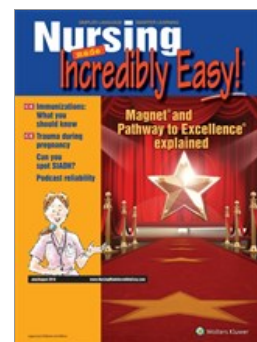
Nursing (General) Specialty Average Monthly Visits

Website

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

Content Focus

The *Nursing made Incredibly Easy!* journal is based on Lippincott’s popular and successful *Incredibly Easy!* book series for nurses. The mission of this peer-reviewed journal is to meet the ongoing educational needs of nurses through the publication of information that presents challenging clinical concepts in a refreshingly original, easily understood format that engages nurses and gives them confidence. In short: Simpler language, smarter learning. Articles are contributed by experienced clinicians, ensuring that content is evidence-based. At least two continuing-education articles are offered in each issue.



Clinical Editor

Lisa Lockhart, MHA, MSN, RN, NE-BC

Frequency

Bimonthly (6 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 | 5,149 | 64 | 5,213 |
| Print Circulation | 4,931 | 37 | 4,968 |
| Online-Only Circulation | 218 | 27 | 245 |

Digital Audience Engagement

| | US | ROW | TOTAL |
|--|---------|---------|-----------|
| Nursing (General) Specialty Average Monthly Visits | 336,005 | 343,986 | 679,991 |
| Nursing (General) Specialty Average Monthly Page Views | 535,089 | 530,511 | 1,065,600 |

Run of Book Rates

Rates apply to inclusion in Print issues.

| Volume | Full Page Color | Full Page B/W (PI) | 1/2 Page Color | 1/2 Page B/W (PI) | 1/4 Page Color | 1/4 Page B/W (PI) |
|--------|-----------------|--------------------|----------------|-------------------|----------------|-------------------|
| 1 x | \$4,050 | \$3,135 | \$2,830 | \$1,915 | \$1,915 | \$1,000 |
| 3 x | \$3,880 | \$2,965 | \$2,725 | \$1,810 | \$1,850 | \$935 |
| 6 x | \$3,720 | \$2,805 | \$2,690 | \$1,775 | \$1,820 | \$905 |
| 9 x | \$3,685 | \$2,770 | \$2,680 | \$1,765 | \$1,815 | \$900 |
| 12 x | \$3,540 | \$2,625 | \$2,595 | \$1,680 | \$1,775 | \$860 |
| 18 x | \$3,425 | \$2,510 | \$2,515 | \$1,600 | \$1,720 | \$805 |
| 24 x | \$3,285 | \$2,370 | \$2,420 | \$1,505 | \$1,660 | \$745 |
| 36 x | \$3,155 | \$2,240 | \$2,360 | \$1,445 | \$1,615 | \$700 |

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: 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 |
|----------|-------------------|-----------------------------|------------------|-----------------------|
| Jan/Feb | 11/3/2022 | 11/9/2022 | 11/15/2022 | 12/7/2022 |
| Mar/Apr | 1/9/2023 | 1/13/2023 | 1/24/2023 | 2/9/2023 |
| May/June | 3/14/2023 | 3/20/2023 | 3/28/2023 | 4/13/2023 |
| July/Aug | 5/8/2023 | 5/12/2023 | 5/22/2023 | 6/8/2023 |
| Sept/Oct | 7/11/2023 | 7/17/2023 | 7/25/2023 | 8/10/2023 |
| Nov/Dec | 9/12/2023 | 9/18/2023 | 9/26/2023 | 10/12/2023 |

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

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Journal Trim Size

7 3/4" x 10 1/2". 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: | 14 1/2" | x | 10" | 15 3/4" | x | 10 3/4" |
| Full page: | 7" | x | 10" | 8" | x | 10 3/4" |
| 1/2 page horizontal: | 6 13/16" | x | 4 3/4" | | x | |
| 1/2 page vertical: | 3 3/8" | x | 9 5/8" | | x | |
| 1/4 page: | 3 3/8" | x | 4 3/4" | | 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 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.

Contact Us