

NURSING RESEARCH

1,804

Total Subscribers

679,991

Nursing (General) Specialty Average Monthly Visits

Website

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

Specialty

Nursing (General)

Audience

Nurse practitioners, nurse educators, nurse researchers



Content Focus

Nursing Research is a peer-reviewed journal celebrating over 60 years as the most sought-after nursing resource; it offers more depth, more detail, and more of what today's nurses demand. *Nursing Research* covers key issues, including health promotion, human responses to illness, acute care nursing research, symptom management, cost-effectiveness, vulnerable populations, health services, and community-based nursing studies. Each issue highlights the latest research techniques, quantitative and qualitative studies, and new state-of-the-art methodological strategies, including information not yet found in textbooks.

Organizational Affiliation

The Official Journal of the Eastern Nursing Research Society and the Western Institute of Nursing.

Editor-in-Chief

Rita Pickler, PhD, RN, 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

	US	ROW	TOTAL
Total Subscribers	1,723	81	1,804
Print Circulation	1,710	76	1,786
Online-Only Circulation	13	5	18

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. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$1,215	\$1,215	\$820	\$820

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

4-page: 4.5 times earned B/W (PI) page rate

8-page: 8.5 times earned B/W (PI) page rate

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	11/22/2023	11/30/2023	12/8/2023	12/22/2023
Mar/Apr	2/12/2024	2/16/2024	2/26/2024	3/11/2024
May/June	4/8/2024	4/12/2024	4/22/2024	5/6/2024
July/Aug	6/7/2024	6/13/2024	6/21/2024	7/8/2024
Sept/Oct	8/9/2024	8/15/2024	8/23/2024	9/9/2024
Nov/Dec	10/11/2024	10/17/2024	10/25/2024	11/8/2024

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"	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; 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. 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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