

Nutrition Today

296

Total Subscribers

17,151

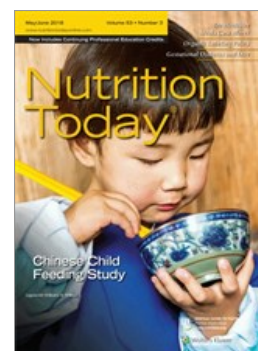
Average Monthly Visits

Website

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

Content Focus

Nutrition Today (NT) provides informative reviews that feature full integration of scientific literature written by leading nutritionists and scientists. *NT* keeps pace with the developments in food science and biotechnology; behavioral issues, eating disorders; nutrition and physical performance; food trends, nutrition guidelines, and government policies. *NT* now includes CPE in each issue.



Editor-in-Chief

Johanna Dwyer, DSc, RD

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	259	37	296
Print & Online Circulation	243	21	264
Online-Only Circulation	16	16	32

Website Engagement

	US	ROW	TOTAL
Average Monthly Visits	6,442	10,709	17,151
Average Monthly Page Views	8,047	13,497	21,544

Run of Book Rates

Rates apply to inclusion in Print issues. A HealthProfessionsJobsPlus 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	\$1,070	\$1,070	\$725	\$725

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
Jan/Feb	1/15/2021	1/21/2021	1/29/2021	2/12/2021
Mar/Apr	3/12/2021	3/18/2021	3/26/2021	4/9/2021
May/June	5/13/2021	5/19/2021	5/27/2021	6/11/2021
July/Aug	7/16/2021	7/22/2021	7/30/2021	8/13/2021
Sept/Oct	9/10/2021	9/16/2021	9/24/2021	10/8/2021
Nov/Dec	11/10/2021	11/16/2021	11/24/2021	12/10/2021

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

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Saddle stitch

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"	16"	x	11-1/8"
Full page:	6-7/8"	x	9-7/8"	8-1/8"	x	11-1/8"
1/2 page H spread:	15"	x	4-7/8"		x	
1/2 page horizontal:	6-7/8"	x	4-7/8"		x	
1/2 page vertical:	3-3/8"	x	9-7/8"		x	
1/4 page:	3-3/8"	x	4-7/8"		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. 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.

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: Diane Shapiro

Phone: 215-521-8965

Email: diane.shapiro@wolterskluwer.com

