

Home Healthcare Now

- 774 Total Subscribers
- 18,859 Average Monthly Visits

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Journal Cover Image

Website

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

Content Focus

Home Healthcare Now is the professional, contemporary journal serving the educational and communication needs of home care and hospice nurses. The journal is highly interactive and timely, focusing on the multidimensional, interdisciplinary and specialty practice areas of home care nursing. Clinical, operational, and educational home care nursing issues are the core of the publication; plentiful columns and features focus on practical, up-to-date approaches to everyday situations, as well as analysis and interpretation of how healthcare trends affect the home care nurse's practice.

Organizational Affiliation

Official Journal of the Visiting Nurse Associations of America

Editor-in-Chief

Maureen Anthony, PhD, RN

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: 734
Electronic-Only Circulation: 40
Total Subscribers: 774

Website Engagement

Average Monthly Visits: 18,859
Average Monthly Page Views: 25,761

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)	1/4 Page Color	1/4 Page B/W (PI)
1x	\$4,705	\$2,920	\$3,825	\$2,040	\$3,245	\$1,460
3x	\$4,635	\$2,850	\$3,790	\$2,005	\$3,220	\$1,435
6x	\$4,560	\$2,775	\$3,745	\$1,960	\$3,175	\$1,390

	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)
12x	\$4,505	\$2,720	\$3,695	\$1,910	\$3,160	\$1,375
24x	\$4,470	\$2,685	\$3,680	\$1,895	\$3,155	\$1,370
36x	\$4,430	\$2,645	\$3,650	\$1,865	\$3,105	\$1,320

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:** 50% of earned B/W (PI) page rate
- **Other Preferred Positions:** Contact Sales Representative.

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:** 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	12/15/2020	12/21/2020	12/30/2020	1/14/2021	

Issue Run of Book Space Run of Book Print Materials Approximate Mail Date

Mar/Apr 2/10/2021	2/17/2021	2/25/2021	3/11/2021
May/June 4/15/2021	4/21/2021	4/29/2021	5/13/2021
July/Aug 6/9/2021	6/15/2021	6/23/2021	7/8/2021
Sept/Oct 8/11/2021	8/17/2021	8/25/2021	9/9/2021
Nov/Dec 10/14/2021	10/20/2021	10/28/2021	11/11/2021

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". Bleed sizes include 1/8" trim from outside, bottom, top and gutter. 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 H spread:	15"	x 4 7/8"	15 3/4"	x 5 1/2"
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"
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 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:** Kelle Gray
- **Phone:** 843-261-4221
- **Email:** kelle.gray@wolterskluwer.com

Advertising Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** ben.newall@wolterskluwer.com

Recruiting Representative (U.S.)

- **Name:** Monique McLaughlin
- **Phone:** 215-521-8468

- **Email:** monique.mclaughlin@wolterskluwer.com

Recruiting Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** ben.newall@wolterskluwer.com

Reprints Representative (U.S.)

- **Name:** Meredith Edelman
- **Phone:** 215-356-2721
- **Email:** meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

- **Name:** Therese Tshiteya
- **Email:** internationalreprints@wolterskluwer.com

Production Associate

- **Name:** Simon Dickey
- **Phone:** 610-331-2366
- **Email:** simon.dickey@wolterskluwer.com

Related Media Kits

- [Journal of Hospice & Palliative Nursing](#)
- [Journal of Christian Nursing](#)

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