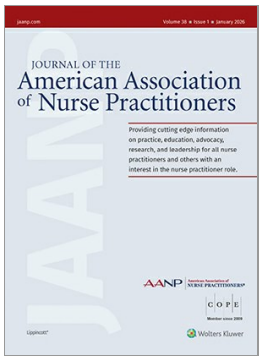
JOURNAL OF THE American Association of Nurse Practitioners

445,092

General Medicine Specialty Average Monthly Visits



Format

Online Only

Website

http://www.JAANP.com/

Specialty

General Medicine; Nursing - Advanced Practice

Audience

Members of AANP and other nurse practitioners, clinicians and researchers who work in domestic and international settings

Content Focus

The *Journal of the American Association of Nurse Practitioners (JAANP)* is a monthly, scholarly, peer-reviewed journal for nurse practitioners (NPs) and is the official journal for all members of the American Association of Nurse Practitioners. The aim of the journal is to be the leading research-based scientific journal providing cutting edge information in practice, education, advocacy, research, and leadership for all NPs and others with an interest in the nurse practitioner role.

Organizational Affiliation

Official journal of the American Association of Nurse Practitioners (AANP)

Impact Factor

1.4

Impact Factor Ranking

127/194 in Nursing category

153/194 Health Care Sciences & Services category

Editor-in-Chief

Elayne DeSimone , PhD, NP-C, FAANP

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor. *JAANP* Guidelines for Advertising apply. New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL
Total Subscribers	117,425	0	117,425
Online-Only Circulation	117,425	0	117,425

Digital Audience Engagement

	US	ROW	TOTAL
General Medicine Specialty Average Monthly Visits	180,159	264,933	445,092
General Medicine Specialty Average Monthly Page Views	264,113	458,951	723,064

Additional Audience Data

Download PDF

Digital Advertising

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.

Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing enewsletter from the editors of Lippincott's most valuable news sources. Specialty targeted, spotlight, journal and society branded enewsletter options available.

Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

Case Explorer

Engage HCPs with interactive clinical simulations mirroring real-world decision-making. Designed by medical experts, this tool transforms content into evidence-based, scenario-driven experiences tailored to a therapeutic area. It boosts clinical confidence, deepens engagement, and delivers measurable ROI with seamless integration.

Sponsored Articles

Align recent trial data, DSE, or product innovations with trusted journals through this exclusive tactic. Sponsors can provide content, including advertorials and white papers, which are hosted on a custom URL with 100% SOV display banners. Promotional drivers are included to maximize visibility.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements are developed in electronic format enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your

licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

Closing Dates

Contact your Sales Representative for closing dates and availability.

Online Specifications

Download Online Advertising Specs

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