THE NURSE NP PRACTITIONER

70,303

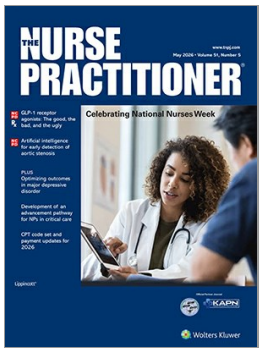
Total Subscribers

445,092

General Medicine Specialty Average Monthly Visits

Format

Print and Online



Website

http://www.tnpj.com/

Specialty

General Medicine; Nursing - Advanced Practice

Content Focus

The Nurse Practitioner is the leading source for clinical, practical, cutting-edge information for advanced practice nurses and other primary care clinicians. Each issue presents peer-reviewed articles that range from clinical topics and research to political and practice issues. In addition, *The Nurse Practitioner* provides regular features, columns, continuing education, staff development education, and more.

Impact Factor

1.1

Impact Factor Ranking

141/194 in Nursing category

Editor-in-Chief

Efrat LaMandre, PhD, FNP-C, FAANP

Frequency

Monthly

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	70,291	12	70,303
Print Circulation	70,195	0	70,195

Online-Only Circulation	96	12	108

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

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

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

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 may be developed in print as well as electronic formats, 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.

Run of Book Rates

The Nurse Practitioner

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)
1x	$7,450	$5,270	$5,865	$3,685
12x	$7,295	$5,115	$5,760	$3,580
24x	$7,150	$4,970	$5,655	$3,475
36x	$7,005	$4,825	$5,555	$3,375
48x	$6,860	$4,680	$5,455	$3,275
60x	$6,720	$4,540	$5,355	$3,175
72x	$6,585	$4,405	$5,265	$3,085
96x	$6,460	$4,280	$5,175	$2,995

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

The Nurse Practitioner/JAAPA Combination Rates

Rates apply to inclusion in Print issues of *The Nurse Practitioner* and *Journal of the American Academy of PAs*. 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)
1x	$10,907	$7,758	$8,148	$4,999
12x	$10,679	$7,530	$8,001	$4,852
24x	$10,462	$7,313	$7,862	$4,713
36x	$10,247	$7,098	$7,725	$4,576
48x	$10,036	$6,887	$7,592	$4,443
60x	$9,831	$6,682	$7,459	$4,310
72x	$9,633	$6,484	$7,332	$4,183
96x	$9,444	$6,295	$7,212	$4,063

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your Sales Representative for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
$4,855	$3,315	$2,205	$1,445

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 Rates

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

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/17/2025	11/17/2025	11/25/2025	12/5/2025	12/23/2025
February	12/16/2025	12/16/2025	12/24/2025	1/5/2026	1/22/2026
March	1/21/2026	1/21/2026	1/29/2026	2/6/2026	2/24/2026
April	2/18/2026	2/18/2026	2/26/2026	3/6/2026	3/24/2026
May	3/20/2026	3/20/2026	3/30/2026	4/7/2026	4/23/2026
June	4/21/2026	4/21/2026	4/29/2026	5/7/2026	5/26/2026
July	5/19/2026	5/19/2026	5/28/2026	6/5/2026	6/23/2026
August	6/23/2026	6/23/2026	7/1/2026	7/10/2026	7/28/2026
September	7/22/2026	7/22/2026	7/30/2026	8/7/2026	8/25/2026
October	8/20/2026	8/20/2026	8/28/2026	9/8/2026	9/24/2026
November	9/23/2026	9/23/2026	10/1/2026	10/9/2026	10/27/2026
December	10/16/2026	10/16/2026	10/26/2026	11/3/2026	11/19/2026

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding

Saddle-stitched

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:	7"	x	10"	8"	x	10 3/4"
1/2 page horizontal:	6 1/2"	x	4 1/2"		x	
1/2 page vertical:	3 3/8"	x	9"		x	

Career & Events Section Page Sizes

Non-Bleed Size			
	Width		Height
Full page:	7"	x	10"
1/2 page horizontal:	6 1/2"	x	4 1/2"
1/2 page vertical:	3 3/8"	x	9"
1/4 page:	3 3/8"	x	4 1/2"
1/8 page:	3 3/8"	x	2 1/4"

Download Career & Events Section guidelines

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 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.

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Name: Jennifer Reedman

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