

Pediatric Physical Therapy

- 6,246 Total Subscribers
- 19,447 Average Monthly Visits

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Journal Cover Image Society Image

Website

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

Content Focus

Pediatric Physical Therapy reports on the most effective new clinical care for pediatric patients. Each issue gives the latest news of promising research, advances in equipment and technique and clinical breakthroughs, plus up-to-date information on neonatal physical therapy and childhood fitness. Also includes abstracts of current literature, new product reviews, legislative updates and book reviews.

Organizational Affiliation

APTA Academy of Pediatric Physical Therapy

Impact Factor

1.196

Editor-in-Chief

Linda Fetters, PhD, PT, FAPTA

Frequency

4 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: 5,509

Electronic-Only Circulation: 737

Total Subscribers: 6,246

Website Engagement

Average Monthly Visits: 19,447

Average Monthly Page Views: 33,427

Run of Book Rates

Rates apply to inclusion in Print issues. A HealthJobsPlus 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)

1x \$2,875 \$1,270 \$2,565 \$960

Volume Full Page Color Full Page B/W (PI) 1/2 Page Color 1/2 Page B/W (PI)

4x	\$2,815	\$1,210	\$2,535	\$930
8x	\$2,720	\$1,115	\$2,495	\$890

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:** 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	12/3/2020	12/9/2020	12/17/2020	1/4/2021
April	3/5/2021	3/11/2021	3/19/2021	4/2/2021

Issue	Run of Book	Space Run of Book	Print Materials	Insert Materials	Approximate Mail Date
July	6/7/2021	6/11/2021	6/21/2021	7/6/2021	
Oct	9/3/2021	9/10/2021	9/20/2021	10/4/2021	

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". 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; 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
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- **Name:** Amy Myers
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Related Media Kits

- [Journal of Neurologic Physical Therapy](#)
- [Journal of Geriatric Physical Therapy](#)
- [Journal of Women's Health Physical Therapy](#)
- [Journal of Acute Care Physical Therapy](#)
- [Cardiopulmonary Physical Therapy Journal](#)
- [Rehabilitation Oncology](#)
- [Journal of Physical Therapy Education](#)
- [Journal of Prosthetics and Orthotics](#)

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