



Nursing for Women's Health (formerly AWHONN Lifelines) publishes the most recent and compelling health care information on women's health, newborn care and professional nursing issues. As a refereed, clinical practice journal, it provides professionals involved in providing optimum nursing care for women and their newborns with health care trends and everyday issues in a concise, practical, and easy-to-read format.

## Advertising & Sales Office

Walchli Tauber Group  
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Bel Air, MD 21015  
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## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
350 Main Street, Malden, MA 02148

Lydia Supple-Pollard, Reprint Sales Representative  
P: 781-388-8554 ~ E: lpollard@wiley.com

Kurt Polesky, Business Development Manager  
P: 781-388-8560 ~ E: kpolesky@wiley.com

## Circulation

**Total Circulation:** 26,002

**Circulation Verification:** Sworn Statement

**Coverage:** United States and International

## Editorial Information

Editor: Anne Katz

Acceptance Rate: 35%

## Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Combination Rate:** Earned rate in combination with Journal of Obstetric, Gynecologic, & Neonatal Nursing.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

**Requirements on Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

**Sponsored Text Links:** Display your company logo and hyperlinked text exclusively on the landing page for the journal on the Wiley Online Library.

3 month sponsorship: \$2,000

Contact your sales representative about availability and specifications.

**Sponsored Special Features:** Display your banner exclusively on pages dedicated to featured journal content, top articles, virtual issues, or other special features surrounding the journal.

1 month sponsorship: \$1,000 per feature page

Contact your sales representative about availability and specifications.

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.



SCAN HERE FOR MORE INFORMATION



## Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/8 Page
1x	\$3,555	\$2,200	\$1,455	\$1,015
3x	\$3,425	\$2,115	\$1,370	\$955
6x	\$3,325	\$2,060	\$1,305	\$920
12x	\$3,215	\$1,990	\$1,195	\$875
24x	\$3,095	\$1,970		
36x	\$3,000	\$1,845		
48x	\$2,915	\$1,780		
60x	\$2,845	\$1,705		

### Cover and Preferred Position:

In addition to earned B&W rate:

2nd Cover	50%
3rd Cover:	35%
4th Cover:	50%
Facing contents:	25%
Facing first text:	25%
Facing masthead:	25%

Positions available on a non-cancelable basis.

### Color Rates:

In addition to earned B&W Rate:

3- or 4-color process:	\$2,340
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### Inserts:

2-Page Insert- 3 times earned B/W rate.

4-Page Insert- 4 times earned B/W rate.

8-Page Insert- 8 times earned B/W rate.

Sample must be sent to the publisher for approval. Please call for rates. Please check with your sales rep for print run quantity before sending inserts.

**Digital Advertising:** Please contact your sales rep for rates for digital opportunities such as banner ads, text ads, sponsored features, e-newsletters (quarterly Discover Nursing e-Newsletter), and eTOC ads.

**Other services:** Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

## Issuance & Closing Dates

Frequency: 6x per year

### Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
Feb/Mar	01/17/12	01/24/12	02/01/12
Apr/May	03/19/12	03/26/12	04/03/12
Jun/Jul	05/17/12	05/24/12	06/04/12
Aug/Sep	07/18/12	07/25/12	08/02/12
Oct/Nov	09/14/12	09/21/12	10/01/12
Dec/Jan	11/14/12	11/21/12	12/03/12

### Bonus Distribution:

Issue	Conference
Jun/Jul:	American Academy of Nurse Practitioners, AWHONN

**Cancellations:** Cancellations or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.

## Mechanical Requirements

Trim Size: 8-3/8" x 10-7/8"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3-1/2"	10"
1/2 page horizontal	7"	5"
1/4 page	3-1/2"	5"
1/8 page	3-1/2"	2-1/2"
Page Sizes, Bleed	Width	Depth
Full page	8-1/2"	11-1/8"
1/2 page vertical	4-5/16"	11-1/8"
1/2 page horizontal	8-1/2"	5-9/16"
Bellybands:	18-1/2"	5"
Cover tips:	7"	4-1/2"



## Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Joe Troiano at [jtroiano@wiley.com](mailto:jtroiano@wiley.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

## Advertorial Requirements

Advertorials are subject to the requirements stated in the ASBPE Guide and as follows:

- Not published next to any related editorial material (such as articles)
- Use a completely different design from editorial content (typeface, size, and layout).
- Feature the prominent label "Advertisement" (not "advertorial").
- Have a border to further set it off from editorial content.
- Subject to editorial review and approval.
- Subject to color charges.

## Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples)
- Sizes: 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10pt.C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

## Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

## Contacts

**Send Material:** Electronic files as a high resolution PDF up to 50mb to [mary.lorenzen@wt-group.com](mailto:mary.lorenzen@wt-group.com)  
P: 443.512.8899 ext. 113

If your ad file is larger than 50mb, you may upload a high resolution .pdf to the Walchli Tauber Group ftp site at:  
<ftp2.wt-group.com>

User: [wtgroupftp](ftp2.wt-group.com)

Password: [sendfiles](ftp2.wt-group.com)

Notify Mary Lorenzen that the file has been uploaded. Please provide file name.

### Ship Inserts to:

Dartmouth Printing, Attn: Lisa Harrold  
NWH, Volume \_\_\_\_, Issue \_\_\_\_  
69 Lyme Rd, Hanover, NH 03755