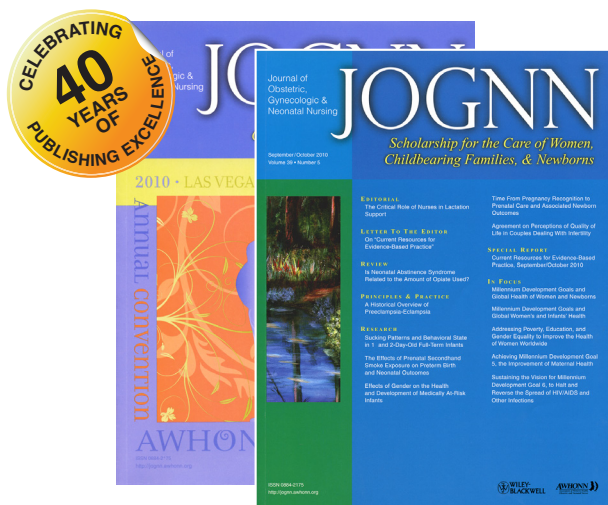
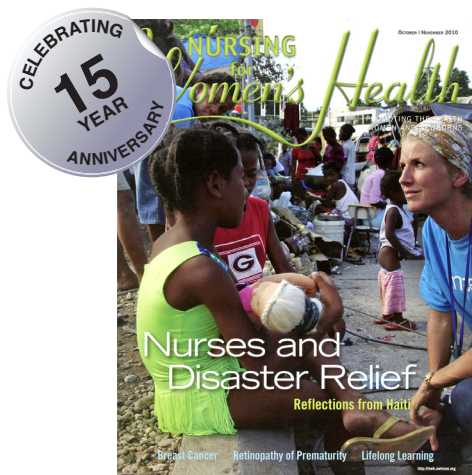


# AWHONN JOURNALS 2011 MEDIA KIT

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is an organization whose mission is to improve and promote the health of women and newborns and to strengthen the nursing profession through the delivery of superior research, and education.



**Journal of Obstetric, Gynecologic, & Neonatal Nursing (JOGNN)** is focused on nursing practice, this leading journal addresses the latest research, practice issues, policies, opinions, and trends.



**Nursing for Women's Health (NWH)** is a refereed clinical practice journal that delivers healthcare trends and everyday issues in a concise, practical, and easy-to-read format.

## SPECIAL ANNIVERSARY PROMOTION

Run a 1/2 page B/W horizontal advertisement with a header congratulating either JOGNN or Nursing for Women's Health on their milestone achievements and pay only \$500 net. The remaining body of the ad can remain a congratulatory note or a branding statement. Recruitment advertising is not included.

## JOGNN

**Frequency:** Bi-monthly

**Average Circulation:** 26,000

**Editorial:** For 40 years the Journal of Obstetric, Gynecologic & Neonatal Nursing has been a premier resource for health care professionals committed to clinical scholarship that advances the health care of women and newborns. With a focus on nursing practice, JOGNN addresses the latest research, practice issues, policies, and trends in the care of women, childbearing families, and newborns.

## NURSING FOR WOMEN'S HEALTH

**Frequency:** Bi-monthly

**Average Circulation:** 26,000

**Editorial:** 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.

## STAFF

Editor, JOGNN, Nancy K. Lowe  
Editor, JOGNN, Marilyn Stringer  
Editor, Nursing for Women's Health, Anne Katz

## PUBLISHER

**Wiley-Blackwell, John Wiley & Sons, Inc.**  
350 Main Street  
Malden, MA 02148  
Tel (781) 388-8250 | [www.wiley.com](http://www.wiley.com)

**Reprint Sales, Lydia Supple-Pollard**  
(781) 388-8554 | [lsupple@wiley.com](mailto:lsupple@wiley.com)

**Special Projects, Kurt Polesky**  
(781) 388-8560 | [kpolesky@wiley.com](mailto:kpolesky@wiley.com)

## ADVERTISING OFFICE

**The Walchli Tauber Group, Inc.**  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
Tel (443) 512-8899 | Fax (443) 512-8909 | [www.wt-group.com](http://www.wt-group.com)

**National Sales Manager, Greg Pessagno**  
Ext 109 | [greg.pessagno@wt-group.com](mailto:greg.pessagno@wt-group.com)

**Recruitment/Production Manager, Mary Lorenzen**  
Ext 113 | [mary.lorenzen@wt-group.com](mailto:mary.lorenzen@wt-group.com)

Print Advertising (Rate Card)

**AWHONN ABSTRACTS SUPPLEMENT**

**RATES\***

Each ad includes a logo on an acknowledgement page inside the issue and a full page color advertisement.

**PREMIUM POSITIONS\***

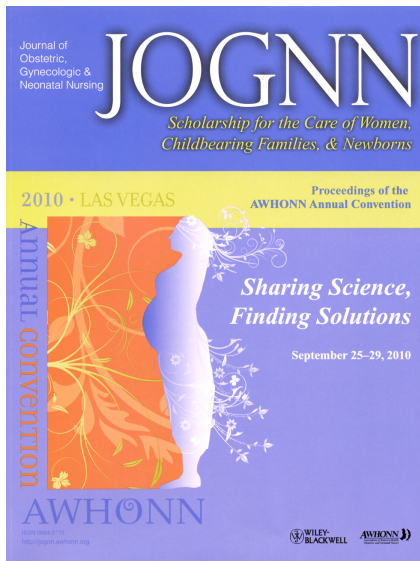
|                    |         |
|--------------------|---------|
| Outside Back Cover | \$5,000 |
| Inside Front Cover | \$5,000 |
| Adjacent to TOC    | \$3,000 |

Loose inserts, outserts, gatefolds, tip-ins, and Business reply cards Rates upon Request

\*Should an advertiser wish to be the sole sponsor of the supplement, contact Greg Pessagno of WTG

**INFORMATION, CIRCULATION: 4,000**

AWHONN are publishing their meeting abstracts for the convention in Denver, CO, June 25-July 9, 2011. The issue will be distributed to convention attendees. The Annual Convention attracts more than 2,300 attendees (66% make or influence purchasing decisions) who are ready to evaluate the latest



technologies, services and products. The supplement will be a practical reference guide both at the annual AWHONN convention, but also following the summit as it will be hosted on the JOGNN journal website alongside the regular issues for all users to browse. The issue will contain the following:

An Editorial written by the current AWHONN President

All convention abstracts (approximately 150 of them) divided into three sections; Research, Innovations and Case Studies. Each section will be further subdivided into: Women's Health, Pregnancy, and Newborn Care.

The supplement itself will mirror the award-winning JOGNN design, and will be a high-quality, essential resource both during and following the meeting.

**RUN OF BOOK (ROB) B/W RATES**

| Frq | Full Pg. | 1/2 Pg. | 1/4 Pg. | 1/8 Pg. |
|-----|----------|---------|---------|---------|
| 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 | \$905   |
| 24x | \$3,095  | \$1,970 | —       | —       |
| 36x | \$3,000  | \$1,845 | —       | —       |
| 48x | \$2,915  | \$1,780 | —       | —       |
| 60x | \$2,845  | \$1,705 | —       | —       |

**COLOR RATES (PER PAGE)\***

|           |         |
|-----------|---------|
| Standard  | \$ 800  |
| Matched   | \$ 985  |
| 3/4 Color | \$2,340 |

\*In addition to B/W rates

**INSERT RATES\***

|               |                         |
|---------------|-------------------------|
| 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 |

Loose inserts, outserts, gatefolds, tip-ins, business reply cards, reprints, and supplements Rates upon request

\*Sample must be sent to the publisher for approval. Call for rates.

**COVER/PREFERRED POSITION RATES\***

|                   |                      |
|-------------------|----------------------|
| 2nd Cover         | Earned rate plus 50% |
| 3rd Cover         | Earned rate plus 35% |
| 4th Cover         | Earned rate plus 50% |
| Facing Contents   | Earned rate plus 25% |
| Facing First Text | Earned rate plus 25% |
| Facing Masthead   | Earned rate plus 25% |

\*Non-cancellable

**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 6 times rate). Each insert page counts 1x toward the earned page rate.

**COMBINATION RATES**

Earned rate in combination with AWHONN Pubs.

**AGENCY COMMISSION**

15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Print Advertising (Rate Card)

**JOGNN CLOSING DATES\***

| Date                       | Space       | ROB Material | Inserts    |
|----------------------------|-------------|--------------|------------|
| JAN/FEB                    | 12/15       | 12/22        | 1/5        |
| MAR/APR                    | 2/18        | 2/25         | 3/8        |
| <b>MAY/JUN<sup>1</sup></b> | <b>4/20</b> | <b>4/27</b>  | <b>5/5</b> |
| JUL/AUG                    | 6/21        | 6/28         | 7/8        |
| SEP/OCT                    | 8/19        | 8/25         | 9/6        |
| NOV/DEC                    | 10/17       | 10/24        | 11/2       |

\*Cancellations or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.  
<sup>1</sup>AWHONN Conference bonus distribution

**NWH CLOSING DATES\***

| Date                       | Space       | ROB Material | Inserts    |
|----------------------------|-------------|--------------|------------|
| FEB/MAR                    | 1/13        | 1/20         | 1/25       |
| APR/MAY                    | 3/21        | 3/28         | 4/3        |
| <b>JUN/JUL<sup>1</sup></b> | <b>5/18</b> | <b>5/25</b>  | <b>6/3</b> |
| AUG/SEP                    | 7/22        | 7/29         | 8/6        |
| OCT/NOV                    | 9/22        | 9/26         | 10/5       |
| DEC/JAN                    | 11/15       | 11/20        | 12/3       |

\*Cancellations or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.  
<sup>1</sup>AWHONN Conference bonus distribution

**MECHANICAL SPECIFICATIONS**

| Size               | Dimensions       |
|--------------------|------------------|
| Full Page (bleed)  | 8-1/2 x 11-1/8"  |
| Full Page          | 7 x 10"          |
| 1/2 Page H (bleed) | 8-1/2 x 5-9/16"  |
| 1/2 Page H         | 7 x 5"           |
| 1/2 Page V (bleed) | 4-5/16 x 11-1/8" |
| 1/2 Page V         | 3-1/2 x 10"      |
| 1/4 Page           | 3-1/2 x 5"       |

**SHIPPING INFORMATION**

**For Inserts:**

Dartmouth Printing  
 Attn: Lisa Harrold (AWHONN Journal)  
 69 Lyme Road  
 Hanover, NH 03755

**For all other Ad Material:**

Wiley-Blackwell  
 Attn: Ad Traffic Coordinator (AWHONN Journal)  
 350 Main Street  
 Malden, MA 02148

Publication trims at 8-3/8 x 10-7/8"

Keep live matter 1/2" from trim

Perfect binding

**Paper Stock:** Cover 10 pt C/2/S; Inside pages UPM Classic Gloss 80 GSM. 4-color process available.

**Halftone Screen:** 133

**INSERT REQUIREMENTS**

**Sizes:** 2-page insert - 8-1/2" x 11-1/8", 4-page insert - 17" x 11-1/8". Inserts to be supplied folded. Three samples required.

**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:** 100 lb text maximum

**Quantity:** 20,000 per issue

**Copy Clearance:** All inserts subject to approval by ASCO. Copy should be supplied to The Walchli Tauber Group prior to printing inserts. Allow three weeks for approval.

**Disposition of Reproduction Material:** Destroyed after one year

**AD SUBMISSION**

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 Advertising Traffic Coordinator at [adtraffic@wiley.com](mailto:adtraffic@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 graphic 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 (chromalin, matchprint, IRIS, etc.)

Changes or updates made to previously submitted material must be resupplied in full w/ 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.

## Online Advertising

### BANNER SPECIFICATIONS

| Type            | Dimensions         | Cost                        | Required Files   | Size |
|-----------------|--------------------|-----------------------------|--|------|
| Leaderboard     | 728x90             | \$100 net/1,000 impressions | .GIF/JPG, Flash, Third party tags (preferably HTML/ Javascript code) | 39KB |
| Skyscraper      | 120x600 or 160x600 | \$75 net/1,000 impressions  |  |      |
| Mini-Skyscraper | 160x120 or 160x320 |                             |  |      |

### GENERAL INFORMATION

400,000 yearly page views  
 100,000 monthly impressions (64,000 Leaderboards, 100,000 Towers)

### WEBSITE SCREENSHOTS



### NOTES ABOUT FLASH

Only .SWF is accepted  
 Flash must be accompanied by a backup .GIF or .JPG  
 Flash should be saved in the lowest possible version (ideally 7 and up) so that these can reach the widest possible audience  
 Files must contain a clickTag in order for DFP to count clicks. The Actionscript should be coded within a button layer using the guidelines below

#### ACTIONSCRIPT 2

Use the getURL function  
 URL should be: `_level0.clickTag`  
 The target window is set to `"_blank"`

#### ACTIONSCRIPT 3

Use the navigateToURL object  
 URL should be: `root.loaderInfo.parameters.clickTag`  
 The target window is set to `"_blank"`  
 Variables set to `"navigateToURL"`

#### UNACCEPTED CREATIVE TYPES

All Rich Media including but not limited to: Embedded audio, interstitials, sliders, floating banners, popups/popunders, expanding banners, click to expand, peel backs, transitional, streaming video, streaming audio, and files with user initiation



## AWHONN Member Demographics

### DOMESTIC DISTRIBUTION

|                 |       |               |       |                |       |                |               |
|-----------------|-------|---------------|-------|----------------|-------|----------------|---------------|
| Alabama         | 259   | Illinois      | 1,022 | Nebraska       | 232   | South Carolina | 266           |
| Alaska          | 103   | Indiana       | 519   | Nevada         | 149   | South Dakota   | 58            |
| Arizona         | 627   | Iowa          | 267   | New Hampshire  | 230   | Tennessee      | 326           |
| Arkansas        | 131   | Kansas        | 201   | New Jersey     | 724   | Texas          | 1,892         |
| A.F.E.          | 649   | Kentucky      | 249   | New Mexico     | 136   | Utah           | 117           |
| California      | 2,109 | Louisiana     | 446   | New York       | 1,056 | Vermont        | 47            |
| Colorado        | 398   | Maine         | 156   | North Carolina | 843   | Virginia       | 851           |
| Connecticut     | 276   | Maryland      | 527   | North Dakota   | 60    | Virgin Islands | —             |
| Delaware        | 120   | Massachusetts | 527   | Ohio           | 721   | Washington     | 524           |
| Washington D.C. | —     | Michigan      | 671   | Oklahoma       | 378   | West Virginia  | 88            |
| Florida         | 1,074 | Minnesota     | 407   | Oregon         | 369   | Wisconsin      | 399           |
| Georgia         | 574   | Mississippi   | 118   | Pennsylvania   | 957   | Wyoming        | 68            |
| Hawaii          | 87    | Missouri      | 356   | Puerto Rico    | —     |                |               |
| Idaho           | 148   | Montana       | 76    | Rhode Island   | 266   | <b>TOTAL</b>   | <b>22,675</b> |

### JOB TITLE/FUNCTION

|                              |     |
|------------------------------|-----|
| Staff Nurse                  | 41% |
| Nurse Manager                | 17% |
| Other/Multiple Nursing Roles | 17% |
| Nurse Practitioner           | 15% |
| Nurse Educator               | 10% |

### AREAS OF CLINICAL FOCUS

|                           |     |
|---------------------------|-----|
| Labor & Delivery          | 58% |
| Antepartum                | 42% |
| Postpartum                | 42% |
| Mother/Baby/Nursery       | 36% |
| Well/Normal Newborn Care  | 32% |
| Women's Health            | 23% |
| Ambulatory Women's Health | 18% |
| Neonatal Intensive Care   | 12% |
| Critical Care Obstetrics  | 12% |
| Midwifery                 | 3%  |
| Other                     | 8%  |

### OTHER FACTS

|   |        |
|---|--------|
| Total Membership                            | 25,100 |
| Make of Influence Purchasing Decisions      | 66%    |
| Prescribe or Recommend Medications          | 53%    |
| Have a Master's Degree or Higher            | 40%    |
| Spend time in Administration or Supervision | 35%    |

## AWHONN Membership Survey

### METHODOLOGY

Survey conducted online to 1,000 randomly selected AWHONN Members. Survey was emailed November 21st; follow-up email sent on December 1st.

500 members asked to complete JOGNN and Nursing for Women's Health surveys each.

32% JOGNN and 27% Nursing for Women's Health response rates.

### JOGNN INFORMATION RATINGS

| Category          | Very Valuable | Moderately | Not Valuable |
|-------------------|---------------|------------|--------------|
| Obstetric         | 86.6%         | 12.8%      | 0.7%         |
| Clinical Practice | 69.6%         | 28.4%      | 2.0%         |
| Help to Practice  | 62.8%         | 34.5%      | 2.7%         |
| Nursing           | 60.8%         | 35.1%      | 4.1%         |
| Women's Health    | 59.9%         | 38.8%      | 1.4%         |
| Neonatal          | 51.7%         | 42.2%      | 6.1%         |

### JOGNN CLINICAL FOCUS



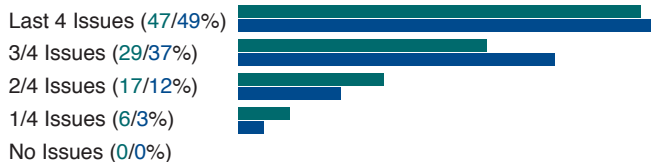
### READING METHODS

#### JOGNN/NURSING FOR WOMEN'S HEALTH



### READERSHIP FREQUENCY

#### JOGNN/NURSING FOR WOMEN'S HEALTH



### READING TIME

#### JOGNN/NURSING FOR WOMEN'S HEALTH



### JOGNN INTEREST RATINGS

| Category                           | Very Interested | Moderately | Not Interested |
|------------------------------------|-----------------|------------|----------------|
| Reducing Pre-term Birth Rate       | 83.8%           | 15.5%      | 0.7%           |
| Soaring C-Section Rates            | 83.6%           | 15.1%      | 1.4%           |
| Postpartum Perceptions of Hospital | 65.5%           | 29.1%      | 5.4%           |
| Status of US Women's Health        | 64.6%           | 33.3%      | 2.0%           |
| Infant Security Education          | 59.6%           | 30.1%      | 10.3%          |
| Caring for Pregnant Teens          | 57.4%           | 40.5%      | 2.0%           |

### JOGNN REQUESTED CAT. RATINGS

| Category                  | Very Interested | Moderately | Not Interested |
|---------------------------|-----------------|------------|----------------|
| Obstetrics                | 92.6%           | 7.4%       | 0.0%           |
| Newborn Care              | 62.6%           | 30.6%      | 6.8%           |
| New Products              | 60.1%           | 33.8%      | 6.1%           |
| Women's Health            | 52.4%           | 46.9%      | 0.7%           |
| Wellness Health Promotion | 49.0%           | 49.0%      | 2.1%           |

### NWH INTEREST RATINGS

| Category                  | Very Interested | Moderately | Not Interested |
|---------------------------|-----------------|------------|----------------|
| Preventing Preterm Birth  | 93.6%           | 6.4%       | 0.0%           |
| Curbing C-Section Rates   | 81.6%           | 15.2%      | 3.2%           |
| Nurses & Malpractice      | 81.0%           | 17.4%      | 1.7%           |
| Diabetes in Women         | 67.2%           | 32.8%      | 0.0%           |
| HIV Guidelines            | 65.9%           | 30.1%      | 4.1%           |
| New Contraceptive Methods | 60.0%           | 34.4%      | 5.6%           |
| Cervical Cancer Screening | 59.2%           | 36.0%      | 4.8%           |

### NWH REQUESTED CAT. RATINGS

| Category                  | Very Interested | Moderately | Not Interested |
|---------------------------|-----------------|------------|----------------|
| Obstetrics                | 94.4%           | 4.8%       | 0.8%           |
| Women's Health            | 75.8%           | 23.4%      | 0.8%           |
| Newborn Care              | 65.6%           | 27.2%      | 7.2%           |
| New Products              | 61.3%           | 36.3%      | 2.4%           |
| Wellness Health Promotion | 60.3%           | 38.0%      | 1.7%           |