

# 2021 MEDIA KIT

*Sponsor  
a podcast.  
See inside for details.*



Volume 29 | Number 5 | September/October 2020

## MEDSURG NURSING®

A Jannetti Publications Inc. Journal

[medsurgnursing.net](http://medsurgnursing.net)

### Special Focus on Interprofessional Collaboration

**CNE** | Advance Care Planning: An Update for the Medical-Surgical Nurse in the Age of COVID-19

Interprofessional Collaboration to Reduce Falls in the Acute Care Setting

**CNE** | 'How Am I Going to Do This?' CMSRN® Views of Changing Requirements for Recertification

The Role of Interprofessional Practice in Sustainability of a Sequential Compression Devices Project

Older Adults' Demographic Social Determinants of Organizing Personal Healthcare Self-Care

**CNE** | Parkinson's Disease: A Clinical Review

The Effect of Simulation on Practical Nurses' Assessment of Epidural Analgesia

**Earn 5.1 Contact Hours including Pharmacology Credit in this issue**

The Official Publication of



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Advertise your products and services to more than  
**14,500 MEDICAL-SURGICAL NURSES**

A JANNETTI PUBLICATIONS INC. JOURNAL

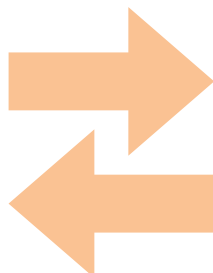
All advertisements that appear in the print edition also appear in the digital edition of *MEDSURG Nursing*® at no additional charge. Links in your ad connect readers directly with your website and message. Take advantage of this bonus exposure!

To advertise in the journal, [click here](#).



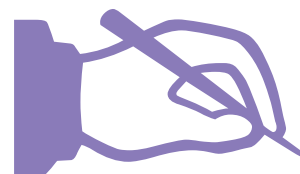
72%

of *MEDSURG Nursing* readers save their issues for 1 year or longer.



64%

of readers share *MEDSURG Nursing* with other nurses.



56%

Over 56% of our readers either make, approve, or contribute to product and services decisions.

After viewing ads in the journal, over **54%** either recommended/purchased products or services, contacted advertiser for more info, or discussed the advertisement or product with others.

## Other Marketing Opportunities

### **MEDSURG Nursing Journal Podcast Series Sponsorship**



The **MEDSURG Nursing** Podcast Series provides extended content relating to articles published in the journal, such as author interviews and round table discussions. The **MEDSURG Nursing** Editorial Board is currently developing episodes for production in 2021. Sponsorship will include two placements up to 30 seconds each within the podcast episode (one near the beginning and one towards the end). The ad spots will include your company's name and website. Example: "This episode of the **MEDSURG Nursing** Podcast Series is brought to you by XYZ Company. Visit their website at [thisisthewebsite.com](http://thisisthewebsite.com) for information about their latest product/service."

The **MEDSURG Nursing** Podcast Series is available on iTunes, Google Podcasts, Spotify, Stitcher, TuneIn Radio, Spreaker, Podcast Addict, and wherever listeners get their podcasts.

### **Website Advertising**

Advertise on the **MEDSURG Nursing Journal** website and link directly with key med-surg nurses (80% of AMSN members visit the **MEDSURG Nursing website**). **These dynamic opportunities provide more visibility with AMSN members and the MEDSURG Nursing community.**

**MEDSURG Nursing** website ([www.medsurnursing.net](http://www.medsurnursing.net)) accepts both leaderboard and sidebar banners: **To advertise on the website, click here.**

- Leaderboard \$1,250 net per month/\$2,250 net for a two month consecutive run
- Sidebar \$1,100 net per month/\$2,000 net for a two month consecutive run

**To learn more about these marketing opportunities, contact Heidi Perret at: [heidi.perret@ajj.com](mailto:heidi.perret@ajj.com) or via phone at 856-256-2375.**

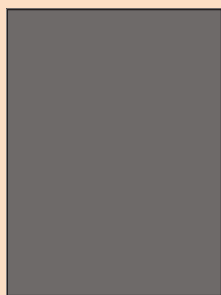
# Data and Advertising Rate Card

Effective January 2021

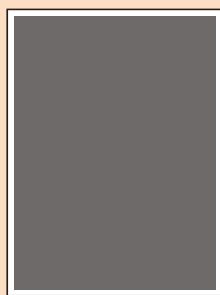
Issue – Published Bimonthly		Deadlines
January/February	"Advanced Degree" issue of <i>MEDSURG Nursing</i> . This issue will be dedicated to both members that have advanced degrees and those looking to obtain an MSN or higher. Plus, special focus issue on postoperative care and complications. Bonus circulation to American Academy of Nursing Conference attendees.	<b>Space:</b> January 7 <b>Materials:</b> January 14
March/April	Special focus issue on Quality Improvement, a key issue facing medical-surgical issues today. Plus, special bonus circulation to nurse executives and nurse leaders.	<b>Space:</b> March 11 <b>Materials:</b> March 18
May/June	"Magnet® Hospital" issue. This issue will focus on Magnet hospitals, as well as hospitals working to achieve Magnet status. Editorial content will include Continuous Quality Improvement, which is a main asset in being a Magnet hospital.	<b>Space:</b> May 6 <b>Materials:</b> May 13
July/August	Convention issue – Bonus circulation to 1,200+ medical-surgical nurses in attendance at the AMSN Annual Convention to be held October 22-25, 2020 in Las Vegas.	<b>Space:</b> July 8 <b>Materials:</b> July 15
September/October	MedSurg Nurse Manager issue – Special focus on MedSurg Nurse Managers: Plus, bonus circulation to Magnet Conference attendees.	<b>Space:</b> September 9 <b>Materials:</b> September 16
November/December	"Advanced Practice" issue. This issue will focus on advanced practice topics in the MedSurg workplace. Bonus circulation to Medsurg units.	<b>Space:</b> November 11 <b>Materials:</b> November 18

Preferred Positions (covers noncancelable):		Advertising Rates Advertising rates per insertion (black & white):			
2nd Cover	30% premium*		1X	6X	12X
3rd Cover	20% premium*	One Page	\$1,700	\$1,525	\$1,450
4th Cover	50% premium*	1/2 Page	\$1,200	\$1050	\$975
Page One	30% premium*	1/4 Page	\$975	\$850	\$825
All other Premium Positions	15% premium*	Color Rate	Four color additional cost ..... \$1,400		

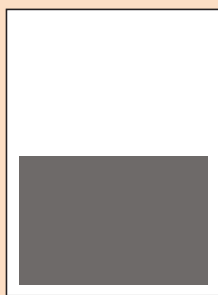
## Mechanical Requirements (Trim size 8.125" x 10.875")



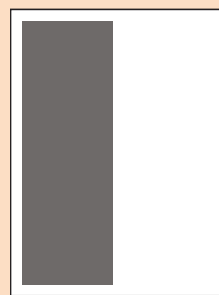
Full page w/bleed  
8.375" x 11.125"



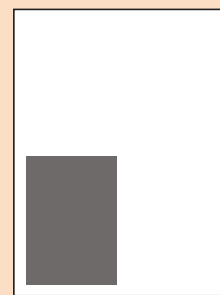
Full page, no bleed  
7" x 10"



Half page horizontal  
7" x 4.78"



Half page vertical  
3.375" x 10"



1/4 page  
3.75" x 4.875"

**Bleed Information:** Keep live matter 1/4" from trim, 1/4" from gutter.

## Reproduction Requirements

### PDF file is the accepted format:

All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

**MEDSURGNursing®** is reproduced by offset lithography. Journal stock is: Covers – 80 lb. Coated Freesheet; Inside – 50 lb. Coated Groundwood. Preferred format is a PDF file.

**Line Screen:** Recommended is 133. Maximum is 150. Maximum density is 300% (69% magenta, 69% yellow, 80% black, and 82% cyan). Web fed. Round dots preferred. Rotation of Colors: Black, Blue, Red, and Yellow.

**Binding:** **MEDSURGNursing®** is perfect bound.

**Forward all contracts, Insertion orders and printing materials to:**

**MEDSURGNursing®**, c/o Anthony J. Jannetti, Inc.

**Attention:** Heidi Perret, Marketing Coordinator

**Phone:** 856-256-2375; **Fax:** 856-589-7463

**Email:** heidi.perret@ajj.com

*AMSN reserves the right to review all advertising materials submitted. If these materials are not in keeping with the AMSN mission, we reserve the right to reject the submitted material.*

# MEDSURG NURSING®

## Here's what our readers say about the journal:\*

**64%** pass the journal along to up to 6 additional readers

**51%** use advertisement information and discuss advertisements or products with others for patient education

**73%** discuss journal articles with others

**74%** find the journal's CNE series valuable

**80%** visit the *MEDSURG Nursing* Journal website

**72%** keep their journal for more than one year

**69%** used journal advertisements to recommend/purchase products or services, contracted advertiser or company representative for more information about a product, or discussed advertisements or products with others

\*Source: 2018 Readership Survey

### National Advertising Representative:

Anthony J. Jannetti, Inc.  
Rick Gabler, Director of Marketing  
Heidi Perret, Marketing Coordinator  
Phone: 856-256-2375; Fax 856-589-7463  
Email: heidi.perret@ajj.com

# General Information

**Editorial Philosophy:** *MEDSURG Nursing*® offers its readers an in-depth and educational examination of the key clinical issues, research, and trends in medical-surgical nursing. To address the interests of its primary readers, who are medical-surgical nurses, *MEDSURG Nursing*® publishes clinical and evidence-based articles that advance improvements in health restoration, health promotion, and health maintenance. As the official journal of the Academy of Medical-Surgical Nurses (AMSN), *MEDSURG Nursing*® is committed to the promotion of health and the prevention of illness in adults. By sharing the latest vital clinical nursing care information from leading experts, the journal strives to support medical-surgical nurses in acute, general, private, long-term, and outpatient settings and to prepare others to assume such roles in the future.

**Established:** Premier issue published September 1992

**Subscription Data:** Individual \$69 per year  
Institutional \$104 per year

**Services to Advertisers:** Advertising placement interspersed  
Advertiser's index  
Mailing list available to contract advertisers  
New product report  
Advertorials available; contact publisher  
CNE Sponsorships available

**Reprints:** For information on purchasing article reprints contact:  
Rick Gabler at 856-256-2314 or via email at  
rick.gabler@ajj.com.

**CIRCULATION:**  
**Guaranteed Circulation:** 14,500 Includes members of the Academy of Medical-Surgical Nurses, paid subscribers and promotional copies.

**Coverage:** National

**Earned Rates:** Rates are earned by total number of insertions used 12 months from date of first insertion.

**Agency Commission:** A 15% agency discount will be allowed to qualified agencies if accounts are paid within 30 days.

**Cancellations:** Cancellations will not be accepted after the closing date of each issue.

**Rate Protection Policy:** Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Publisher reserves the right to require prepayment for advertisements.

**Disposition of  
Reproduction Materials:** Reproduction materials will be held for one year from date of last insertion and then destroyed.

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