

2023 MEDIA KIT

*Sponsor
a podcast.
See inside for details.*



Volume 31 | Number 6 | November/December 2022

MEDSURG NURSING®

A Jannetti Publications Inc. Journal

medsurgnursing.net

NCPD | Reduction of Pain in an Adult Inpatient Medicine Unit

Interactive Sepsis Education Program Improves Nurses' Knowledge and Impact on Patient Outcomes

Alcohol Withdrawal Syndrome: Early Screening Equals Early Intervention

NCPD | Nursing Interventions to Manage Postoperative Delirium: An Integrative Literature Review

Safe Handling of Oral Chemotherapy on Medical-Surgical Units

NCPD | Evidence-Based Pharmacotherapy for Dry Eye Disease, Part 1

Polymyositis: A Case Study

Reducing Difficult Urinary Catheterization in Male Patients

Earn 3.9 Contact Hours including Pharmacology Credit in this issue

The Official Publication of



ACADEMY OF MEDICAL-SURGICAL NURSES

compassion • commitment • connection

Advertise your products and services to more than
10,500 MEDICAL-SURGICAL NURSES

A JANNETTI PUBLICATIONS INC. JOURNAL

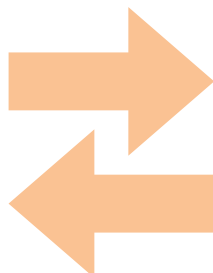
All advertisements that appear in the print edition also appear in the digital edition of *MEDSURG Nursing*® at no additional charge. Links in your ad connect readers directly with your website and message. Take advantage of this bonus exposure!

To advertise in the journal, see insertion order below.



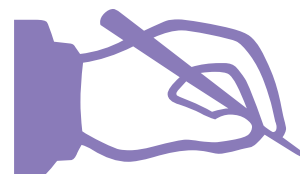
72%

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 2023. 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 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) accepts both leaderboard and sidebar banners: **To advertise on the website, contact us for more information.**

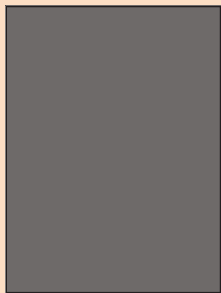
To learn more about these marketing opportunities, contact Heidi Perret at: heidi.perret@ajj.com or via phone at 856-256-2375.

Data and Advertising Rate Card

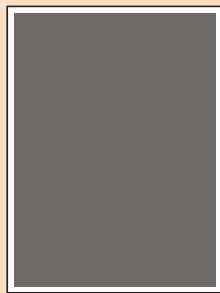
Effective January 2023

| Issue – Published Bimonthly | Deadlines | | | |
|---|--|--|---------|---------|
| January/February | Space: January 6 | Materials: January 13 | | |
| March/April | Space: March 10 | Materials: March 17 | | |
| May/June | Space: May 5 | Materials: May 12 | | |
| July/August | Space: July 7 | Materials: July 14 | | |
| September/October | Space: September 8 | Materials: September 15 | | |
| November/December | Space: November 10 | Materials: November 17 | | |
| 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 |
| | 1/4 Page | \$975 | \$850 | \$825 |
| | Color Rate | Four color additional cost \$1,400 | | |

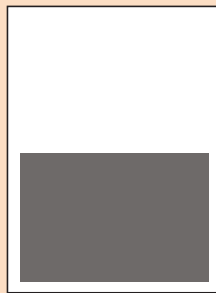
Mechanical Requirements (Trim size 8.125" x 10.875")



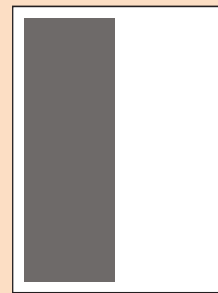
Full page w/bleed
8.375" x 11.125"



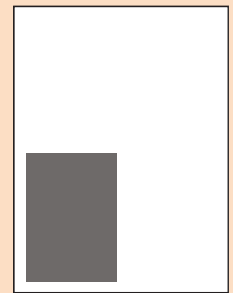
Full page, no bleed
7" x 10"



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.

Binding: MEDSURG Nursing® is saddle stitch.

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.

Forward all contracts, Insertion orders and printing materials to:

MEDSURG Nursing®, c/o Anthony J. Jannetti, Inc.

Attention: Heidi Perret, Marketing Specialist

Phone: 856-256-2375

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: MedSurg Nursing Readership Survey

National Advertising Representative:
Anthony J. Jannetti, Inc.
Ben Smith, National Sales Manager
Heidi Perret, Marketing Specialist
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 \$74 per year (6 issues)
Institutional \$110 per year (6 issues)
- Services to Advertisers:** Advertising placement interspersed
Advertiser's index
Mailing list available to contract advertisers
Advertorials available; contact publisher
Reprints
- Reprints:** For information on purchasing article reprints contact:
Ben Smith at 856-256-2308 or via email at ben.smith@ajj.com.
- CIRCULATION:**
Guaranteed Circulation: 10,500 Includes members of the Academy of Medical-Surgical Nurses, paid subscribers, and promotional copies.
- Coverage:** National
- 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.
- Published By:** Jannetti Publications, Inc.
Anthony J. Jannetti, Publisher
www.ajj.com

Publication: MEDSURG Nursing Journal
Insertion Order

Company Name:

Billing Address:

City: _____ **State:** _____ **Zip Code:** _____

Contact:

E-mail: _____ **Phone:** _____

| | | |
|--------------------------------|---------------|-------------------------|
| 1 Page Black & White ad | \$1700 | ROB Position |
| 1/2 Page Black & White ad | \$1200 | 2nd cover / 30% premium |
| Vertical | Horizontal | 3rd cover / 20% premium |
| 1/4 Page Black & White ad | \$975 | 4th cover / 50% premium |
| Four color (additional charge) | \$1400 | |

| Specs: | Width | Depth |
|---------------------|---------------|----------------|
| One Page | 7" | 10" |
| 1/2 Page (V) | 3 3/8" | 10" |
| 1/2 Page (H) | 7" | 4 7/8" |
| 1/4 Page | 3.75" | 4.875" |
| Bleed Size | 8 3/8" | 11 1/8" |
| Trim Size | 8 1/8" | 10 7/8" |

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Please send high resolution PDF to heidi.perret@ajj.com

You will be invoiced once the issue has been printed.

Signature

Date