2023 Marketing Solutions

Share your message with pediatric nurse practitioners (PNPs), pediatric office-based and hospital-based nurses. Our clinical editorial content is top-rated among nursing publications.
Tradition Meets Innovation

For nearly 50 years, *Pediatric Nursing* has provided the pediatric nursing arena with current information on practice, policy, and research. Each issue includes:
- Expanded, evidence-based clinical content for the pediatric nurse at the bedside.
- The latest advances in pediatric nursing practice, research, administration, and education.
- In-depth analyses by the world’s leading experts in pediatric nursing.
- NCPD contact hours and pharmacology credits.

**Regular Series and Departments:**
- Critical Thinking Case Studies
- Demystifying Research
- Family Matters
- Inspirations
- Items of Interest
- Primary Care Approaches
- Children’s Corner
- COVID-19: What’s New?
- Perspectives in Pediatric Ambulatory Care

**Journal Philosophy Statement:**
*Pediatric Nursing* presents information that is both theoretically grounded and clinically relevant to educate the novice, enrich the generalist, and advance the pediatric specialist toward providing professional care of the highest quality.

*Pediatric Nursing is the premier resource for evidence-based clinical information, research studies, and advances in child health care.*

| ISSUES PUBLISHED BI-MONTHLY — Effective January 2023 |

Your advertisement in *Pediatric Nursing* is guaranteed to reach more pediatric nurses than any other pediatric nursing journal. Nursing Continuing Professional Development (NCPD) contact hours are offered in every issue!

**January/February**
**Deadlines:** space January 6, materials January 13

**March/April**
**Deadlines:** space March 10, materials March 17

**May/June**
**Deadlines:** space May 5, materials May 12

**July/August**
workplace.
**Deadlines:** space July 7, materials July 14

**September/October**
**Deadlines:** space September 8, materials September 15

**November/December**
**Deadlines:** space November 10, materials November 17

**OPPORTUNITIES FOR DIGITAL EDITION**

**Video or Audio File Embedding**
Embed a video or audio file up to 3 minutes in your full page or half page ad in the electronic edition of Pediatric Nursing to create a dynamic reader experience. The video or audio file will include a “Play” button instructing the reader to click to play.

**Video embedding - $200**
Provide a link to your video (e.g., on YouTube or other embedded video service).

**Audio embedding - $150**
Provide a link to your audio file (e.g., on SoundCloud or other embedded audio service). Alternatively, audio files can be emailed directly for insertion into the electronic edition.

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All advertisements that appear in the print edition also appear in the digital edition of Pediatric Nursing at no additional charge. Links in your ad connect readers directly with your website and message. Take advantage of this bonus exposure. To add even more to your ad, embed a video or audio segment to the digital edition.
Black & White - Commercial Rates

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Four color process: $1,400 additional per cost.

Preferred Positions:
2nd cover: 30% premium
3rd cover: 20% premium
4th cover: 50% premium

Rate Protection Policy:
Rates shown above are in effect as of January 1, 2023. Rates subject to change without notice. Contracts for six or more insertions are accepted with the understanding that these rates will be guaranteed through December 31, 2023.

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.

Bleed Information: Keep live matter 1/4" from trim, 1/2" from gutter.

Binding: Pediatric Nursing is saddle stitched.

Mechanical Requirements

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Advertising Representatives:
Ben Smith, National Sales Manager
Heidi Perret, Marketing Specialist
Phone: 856-256-2373

Forward all contracts and insertion orders or email to:

Pediatric Nursing
Box 56
Pitman, NJ 08071-0056
Attention: Heidi Perret
heidi.perret@ajj.com
Pediatric Nursing Podcast

The Pediatric Nursing Journal Podcast Series provides extended content relating to articles published in the journal, such as author interviews and round table discussions. The Pediatric Nursing Journal Editorial Board is currently developing episodes for production in 2023.

More than 7,000 downloads. Each episode - current average = 500+ downloads

Podcast Sponsorship $750 per episode

Sponsorship benefits:

• 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 Pediatric Nursing Podcast Series is brought to you by XYZ Company. Visit their website at thisisthewebsite.com for information about their latest product/service.”

The Pediatric Nursing Podcast Series is available on Apple Podcasts (iTunes), Google Podcasts, Spotify, Stitcher, TuneIn Radio, Spreaker, Podcast Addict, Amazon Audible/Music, and wherever listeners get their podcasts.

Pediatric Nursing Website

Take advantage of Pediatric Nursing’s full comprehensive web site (www.pediatricnursing.net). The website includes the latest content found in Pediatric Nursing Journal.

Banner Sponsorship $1,250 per month
(150W x 80H pixels)

Pediatric Nursing offers your company an excellent marketing opportunities for your product message.

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Pediatric Nursing

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Advertising Representatives:
Ben Smith, National Sales Manager
ben.smith@ajj.com
Heidi Perret, Marketing Specialist
heidi.perret@ajj.com
Phone: 856-256-2373