2024 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.

Visit our Web site at pediatricnursing.net

Our subscribers have earned journal NCPD credit since 1989.
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 2024.

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

To learn more about these marketing opportunities, contact

Donna Olthoff  donna.olthoff@ajj.com  856-256-2423
Heidi Perret  heidi.perret@ajj.com  856-256-2375

Pediatric Nursing is the premier resource for evidence-based clinical information, research studies, and advances in child health care.
2024 Advertising Rate - Effective January 1, 2024

Advertising Rates
Advertising rates per insertion (black & white):

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Color Rates:
Four color process: $1,450 per page plus b/w rate
* Four-color advertisements only on cover positions.

Rate Protection Policy:
Rates are subject to change without notice. Contracts are accepted with the understanding that rates will be guaranteed for one issue beyond last issue closed.

Mechanical Requirements

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page w/bleed</td>
<td>8.375&quot;</td>
<td>11.125*</td>
</tr>
<tr>
<td>1 page no bleed</td>
<td>7&quot;</td>
<td>10*</td>
</tr>
<tr>
<td>1/2 page (v)</td>
<td>3.375&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page (h)</td>
<td>7&quot;</td>
<td>4.78*</td>
</tr>
<tr>
<td>Quater page</td>
<td>3.75&quot;</td>
<td>4.875*</td>
</tr>
</tbody>
</table>

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

Binding: Pediatric Nursing® is saddle stitch

Guaranteed Circulation/Readership:
4,500

Sworn statement and U.S. Post Office records for periodicals class mail.

Subscription Rate:
Personal - $74/year (6 issues)
Institutional - $110/year (6 issues)
$45 additional postage for copies mailed outside the US.

Editor:
Judy A. Rollins, PhD, RN

Publisher:
Anthony J. Jannetti, Inc.
Box 56, Pitman, NJ 08071-0056
Federal I.D. #22-3018541

Established:
Premier issue published September 1975

Services to Advertisers:
• Advertising placement interspersed
• Advertiser’s index
• Mailing list available to contract advertisers
• Advertorials available; contact publisher
• Reprints

Circulation:
4,500

Issuance:

a. Frequency: Six times a year
b. Issue date: 1st week of 2nd month of issue (i.e., Jan/Feb issue is mailed Feb 5).

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 Issue:
Space Closing: January 5, 2024
Ad Materials Due: January 12, 2024

March/April Issue:
Space Closing: March 5, 2024
Ad Materials Due: March 12, 2024

May/June Issue:
Space Closing: May 6, 2024
Ad Materials Due: May 13, 2024

July/August Issue:
Space Closing: July 8, 2024
Ad Materials Due: July 15, 2024

September/October Issue:
Space Closing: September 6, 2024
Ad Materials Due: September 13, 2024

November/December Issue:
Space Closing: November 5, 2024
Ad Materials Due: November 12, 2024

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.

Reprints:
For information on purchasing article reprints contact: Heidi Perret at 856-256-2375 or via email at heidi.perret@aj.com.

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.

Published By:
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Anthony J. Jannetti, Publisher
www.ajj.com

Forward all contracts, Insertion orders and printing materials to:
Pediatric Nursing®
c/o Anthony J. Jannetti, Inc.
Attention:
Heidi Perret, Marketing Specialist
Phone: 856-256-2375
Email: heidi.perret@aj.com