

2025 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.



Pediatric Nursing®
A JANNETTI PUBLICATIONS INC. JOURNAL

November/December 2024 – Vol. 50 No. 6 pediatricnursing.net

Inside this Issue

- Leadership and Serendipity in Nursing: Lessons from the Legacy of Dr. Claire Mintzer Fagin
- NCPD** Simulation-Based Education for Novice Nurse Transition to the Pediatric Intensive Care Unit
- NCPD** Understanding Parental COVID-19 Vaccine Hesitancy in the Pediatric Population
- NCPD** Pediatric Feeding Tubes: What the Staff Nurse Should Know
- Specialized Inserters and Pediatric Peripheral Intravenous Attempt Success: Prospective Cohort
- NCPD** Teddy Bear Clinic: An Integrative Review

Earn 5.1 Contact Hours in this issue. Free NCPD for Subscribers!

Visit our Web site at **pediatricnursing.net**

ADVERTISING PORTFOLIO

Print 

Digital 

Podcasts 

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

Our subscribers have earned journal NCPD credit since 1989.

2025 Advertising Rate - Effective January 1, 2025

Advertising Rates

Advertising rates per insertion (black & white):

	1x
1 page	\$1,750
1/2 page	1,250
1/4 page	\$1,000

Color Rates:

Four color process: \$1,450
per page plus b/w rate

* Four-color advertisements only on cover positions.

Mechanical Requirements

Space Unit	Width	Depth
1 page w/bleed	8.375"	11.125"
1 page no bleed	7"	10"
1/2 page (v)	3.375"	10"
1/2 page (h)	7"	4.78"
Quarter page	3.75"	4.875"

Bleed full page size: 8 3/8" X 11 1/8"

Trim size: 8 1/8" x 10 7/8"

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 - \$180/year (6 issues)
Institutional - \$116/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

Circulation:

4,500

Jannetti Publications, Inc., reserves the right to approve
all advertising content.

Issuance:

- Frequency: Six times a year
- 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 6, 2025*

Ad Materials Due *January 13, 2025*

March/April Issue:

Space Closing: *March 5, 2025*

Ad Materials Due: *March 12, 2025*

May/June Issue:

Space Closing: *May 6, 2025*

Ad Materials Due: *May 13, 2025*

July/August Issue:

Space Closing: *July 8, 2025*

Ad Materials Due: *July 15, 2025*

September/October Issue:

Space Closing: *September 6, 2025*

Ad Materials Due: *September 13, 2025*

November/December Issue:

Space Closing: *November 5, 2025*

Ad Materials Due: *November 12, 2025*

Reprints:

For information on purchasing article reprints
contact: Heidi Perret at 856-256-2375 or via
email at heidi.perret@ajj.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 pre-
payment for advertisements.

Rates are subject to change without notice.
Contracts are accepted with the understand-
ing that rates will be guaranteed for one issue
beyond last issue closed.

Published By:

Jannetti Publications, Inc.
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@ajj.com

Other Marketing Opportunities



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 2025.

More than 14,000 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, Spotify, TuneIn Radio, Spreaker, Podcast Addict, Amazon Audible/Music, iHeart Radio, and wherever listeners get their podcasts.

Pediatric Nursing®

To learn more about our advertising and marketing opportunities, contact

Donna Olthoff
donna.olthoff@ajj.com
856-256-2423

OR

Heidi Perret
heidi.perret@ajj.com
856-256-2375

Tradition *Meets* Innovation



For over 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
- Inspirations
- Items of Interest
- Primary Care Approaches
- Children's Corner
- Perspectives in Pediatric Ambulatory Care
- Knowledge-to-Action
- Nursing Power through Advocacy

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.