

# Wound Care ADVISOR

[www.WoundCareAdvisor.com](http://www.WoundCareAdvisor.com)



## 2018 MEDIA KIT



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# Overview

## ABOUT WOUNDCAREADVISOR.COM

WoundCareAdvisor.com is a unique educational web destination that has been designed to be a trusted, timely and useful resource for healthcare professionals dealing with chronic wounds and ostomy management issues.

Reach over 65,000 healthcare providers interested in wound and ostomy products with our economical advertising opportunities.

WoundCareAdvisor.com is the perfect environment to promote your products and/or services. Wound Care Advisor provides vital insight from authoritative experts that empower healthcare providers treating wounds every day through collaborative, practical, how-to peer-reviewed editorial and trusted resources. The website's content offers something for everyone.

### Resources on the site currently include:

- News
- Peer-reviewed articles
- Product information
- Provider/patient education
- Practical resources

**Information is continuously being developed and updated to ensure that we are providing resources and information that is:**

- Unique to the wound care field
- Timely
- Informative
- Interactive

**WoundCareAdvisor.com is expanding it's capabilities and features. Future information will include:**

- Practice Resources
- Clinical Notes
- Practice Points
- How To Guides
- Interactive Resources
- Forums



# Publishing and sales team

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# Online and digital media

## Digital strategies and special programs

Health care professionals trust *WoundCareAdvisor.com* for original and peer-reviewed clinical content. Developed by industry experts, our website contains guidance for clinical practice, career enhancement, education opportunities, as well as industry news updates and personal wellness. Healthcare professionals dealing with chronic wounds and ostomy management issues trust our reporting, commentary and industry insights — and base decisions and recommendations on our expert editorial. Our digital strategies work in synergy with our content and help to build brands. Custom and Sponsored Content services provide you with smart solutions for lead generation, awareness campaigns and educational initiatives. Aligning your brand with our programs brings credibility, as well as an extensive and captivated audience!



### E-newsletter

Opt-in circulation grows every day! Our popular newsletters are written by chronic wound and ostomy management experts and contain a wealth of interesting facts and news stories, as well as links to the latest editorial from the website. One-month and multi-month sponsorships available. ***Please contact an Account Manager for pricing.***

Banner ad type	Banner ad size	File size limit
Medium Rectangle	300 x 250 px	100 KB
Leaderboard	728 x 90 px	65 KB

### Custom e-newsletters, e-blasts and social media

An exclusive e-newsletter opportunity to reach hundreds of wound and ostomy HCPs with relevant messaging. Brand a custom e-newsletter with your organization name, logo, and marketing sponsorship. *WoundCareAdvisor.com* provides content geared to your topic area and valued by the wound care community. Third party marketing opportunities are also available to qualified marketers. ***Please contact an Account Manager for pricing and additional information.***

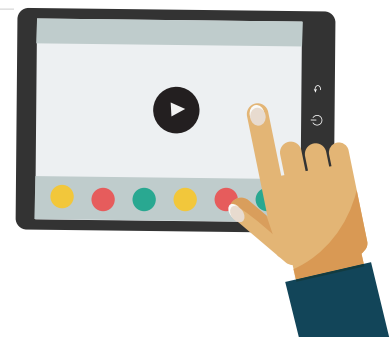


### Sponsored content: e-books, infographics, quizzes, surveys

With a highly engaged audience, offering valuable information is an effective way to develop an audience around specific topics, issues and trends. Connect directly with professionals that are invested in your content, and learn more about what motivates them. ***Please contact an Account Manager for pricing.***

### Education webinars

Live web-based educational conferences are the optimal way to connect with busy managers, decision makers and influential professionals who are interested in topics, but don't have the time and resources to attend in-person events. Our editorial leaders help clients to present their health care topics with trust and authority that comes with our audience. In addition, our platform handles hosting, registration and live streaming of rich media content. Programs are promoted through our various channels, and hosted as an On Demand program for 12 months following the live presentation. ***Please contact an Account Manager for pricing.***



# Overview

## About

### Frequency

Quarterly issues are distributed print and digitally to all members of the National Association of Nurse Practitioners in Women's Health (NPWH). Additional distribution to nurse practitioners is sent in digital format.

### Issues and Dates

Issues and Dates	Closing Date	Deployment Date
1st Quarter (February)	1/17/2018	2/8/2018
2nd Quarter (May)	4/19/2018	5/10/2018
3rd Quarter (August)	7/19/2018	8/9/2018
4th Quarter (November)	10/18/2018	11/8/2018

## Editorial

### General Editorial Direction

*Women's Healthcare: A Clinical Journal for NPs* is a comprehensive peer-reviewed journal written by thought-leaders in the nurse practitioner community about relevant topics specific to women's health issues. The journal provides vital clinical data, information, news and insight from authoritative experts that enhances quality patient care as well as providing NPs with a wide variety of information ranging from clinical to policy and best practices.

The journal is presented in a fresh, reader friendly print and digital format. Issues are mailed and deployed quarterly to over 40,000 nurse practitioners. Digital content features videos, click-through data, lead generation, etc.

**The August issue is printed for distribution at the annual NPWH Conference**

### Average Issue Information

Number of articles/departments per issue:	8-10
Average length of articles:	2-6 pages

### There are 4 sections of the journal:

- **NPWH News and Updates** – information from the leading voice for NPs specializing in women's health issues
- **Assessment and Management** – peer-reviewed, science based information written in a collaborative useful voice
- **Policy & Practice Points** – designed to help NPs optimize their clinical practice and stay current
- **Patient Education** – highlights

### Origin of Editorial

Staff-written:	25%
Solicited:	60%
Submitted:	15%
<i>Editorial is reviewed by the Managing Editor, Editor-in-Chief, and other subject matter experts.</i>	

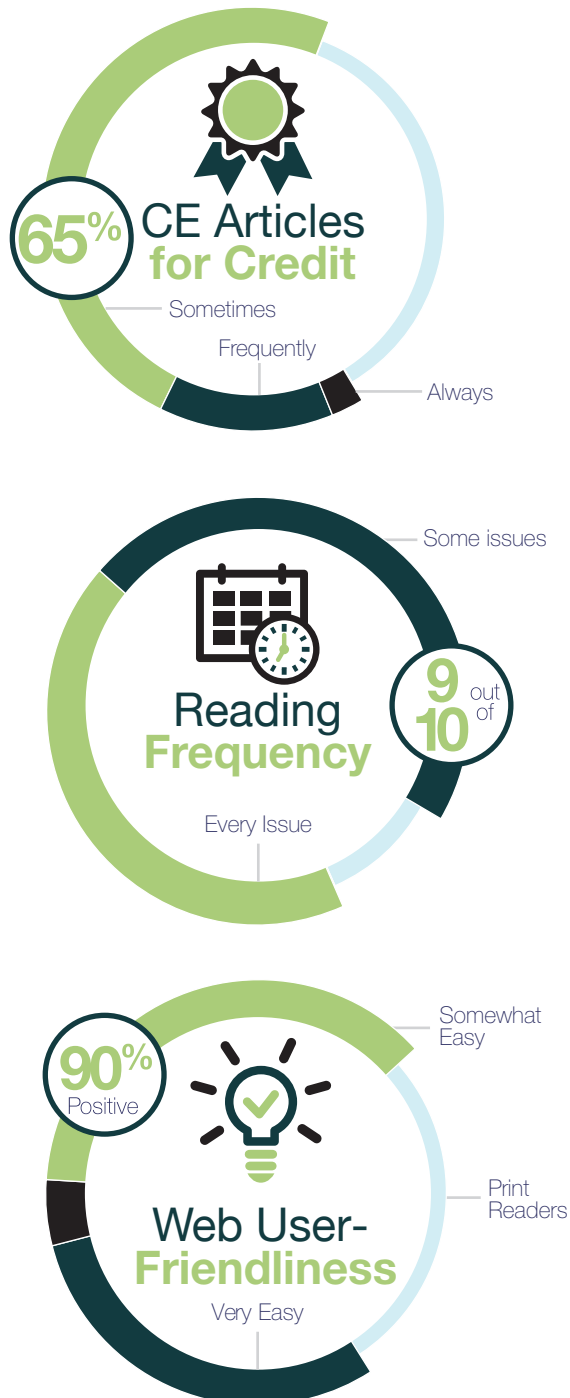
### Rates and Discounts

Rates effective January, 2017. 15% agency discount on total of ad space, color and position charge. Frequency is calculated based on the total number of advertising pages in a 12-month period.

# Online and digital media

## Online Journal Reader Survey Results

In an effort to align our content and products closely with the needs of our readers, *NPWomensHealthcare.com* conducts reader surveys to gauge the preferences of our audience, and assess the optimal formats for delivering high-quality content. We also track what topics are the most engaging, as well as what issues are of most interest for future coverage.



### Top 5 Reader Interest Topics

Our highest ranked topics according to 2017 readership survey:

1. Clinical-focused information applied to practice	96%
2. Pharmacotherapy updates	93%
3. Research studies with clinical implications	88%
4. Patient education tips	87%
5. Resources for Professional Development	81%

### Top 5 Expressed Interests

Topics that our readers have specifically requested through write-in response:

1. Menopause
2. Gynecology
3. Primary Care
4. Prenatal/Maternal
5. Cancer



# Online and digital media

## AmericanNurseToday.com — *The Official Online Journal for the ANA*

The website of *American Nurse Today*, the official journal of the ANA, is an exciting internet destination for nurses. Content on AmericanNurseToday.com includes:

- **Clinical, practical, useful nursing articles** – select articles from the journal are accessible
- **Drugs and devices** – editorial specific to the latest drug therapy options—a hot topic for nurses
- **Continuing education** – nurses read a CE article and take the test online to earn credit hours
- **Interactive** – Blogs from Dr. Leah Curtin & Guest Bloggers
- **Latest ANA news**
- **Health news from around the nation** – premier sources for health information for women and health news from around the world
- **Career Sphere** – general career, tips and job hunting information.
- **Surveys and polls** – our readers' opinions matter— so we ask questions!

Advertisements appear on all web pages within the site – with the exclusion of the Continuing Education section (ANCC requirement) – maximizing exposure of your promotional message:

- **Text ads** – Your headline and promotional/recruitment message along with your logo appear within content/articles (with the exception of CNE section).
- **Regional banners** – Please contact your account manager for regional availability and rates.
- **Interstitial “take over”** – Custom ad ideal for direct response messages and lead generation programs.
- **Mobile banner** – Banners suited to smart phone and tablet versions of the website.
- **Closing information** – Banners are posted within 48 hours, and posted in 30-day increments.

AmericanNurseToday.com  
rates and specs:

**400,000  
unique  
visitors per  
month!**

Banner ad type	Banner ad size	Monthly rate
Interstitial “takeover”	Full Screen	\$13,500
Leaderboard	970 by 90 px	\$2,800
Half-page	300 by 600px	\$2,950
Medium rectangle	300 by 250px	\$1,350
Mobile banner	3 3/8” x 4 3/4”	\$1,800
Text ad	600 by 120px Logo size maximum of 100 x 100 pixels	\$1,150

