



5,398
Total Subscribers
30,680
Average Monthly Visits

Website

<http://www.jwocnonline.com/>

Content Focus

The *Journal of Wound, Ostomy and Continence Nursing (JWOCN)*, the official journal of the Wound, Ostomy and Continence Nurses Society™ (WOCN®), is the premier publication for wound, ostomy and continence practice and research. The Journal's mission is to publish current best evidence and original research to guide the delivery of expert health care.

WOCN Mission Statement: The WOCN Society is a professional nursing society which supports its members by promoting educational, clinical and research opportunities to advance the practice and guide the delivery of expert health care to individuals with wounds, ostomies and incontinence.

Organizational Affiliation

Wound, Ostomy and Continence Nurses Society™

Impact Factor

1.627 - 5 Year Impact:1.688

Impact Factor Ranking

Nursing 36/120

Editor-in-Chief

Mikel L. Gray, PhD, FNP, PNP, CUNP, CCCN, FAANP, FAAN

Frequency

6 issues per year

Advertising Guidelines

Subject to the approval of the editor and society.



Check out our new Reprints Portal!

Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

[Start your search](#) →

Distribution

[Additional Audience Data](#)

Print Circulation:	5,388
Electronic-Only Circulation:	10
Total Subscribers:	5,398

Website Engagement

Average Monthly Visits:	30,680
Average Monthly Page Views:	50,783

Run of Journal Rates

Rates apply to inclusion in Print issues. A NursingJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$4,450	\$2,860	\$3,700	\$2,110
3x	\$4,295	\$2,705	\$3,630	\$2,040
6x	\$4,185	\$2,595	\$3,570	\$1,980
12x	\$4,060	\$2,470	\$3,430	\$1,840
18x	\$3,950	\$2,360	\$3,380	\$1,790
24x	\$3,850	\$2,260	\$3,320	\$1,730
36x	\$3,800	\$2,210	\$3,285	\$1,695

Journal of WOCN/Advances in Skin & Wound Care Combination Rates

Rates apply to inclusion in Print issues. A NursingJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$7,324	\$4,575	\$6,012	\$3,263
6x	\$6,927	\$4,178	\$5,787	\$3,038
12x	\$6,600	\$3,851	\$5,517	\$2,768
18x	\$6,030	\$3,281	\$5,119	\$2,370
24x	\$5,524	\$2,775	\$4,804	\$2,055
36x	\$5,442	\$2,693	\$4,744	\$1,995

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 2 times earned B/W (PI) page rate

4-page: 4 times earned B/W (PI) page rate

Larger units, gatefolds, BRCs: Consult Sales Specialist.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our [audience targeting solutions](#) can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure.

Complete Access Emails (CAE)

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

Premium Sponsorship Opportunities

- [Print and Digital Supplements](#)

- [Cover Tips, Cover Wraps, Belly Bands, Inserts, Outserts, and Gatefolds/French Doors](#)

- [Job Boards](#): premium posting packages, social media job optimization, job wraps and job feeds are available.
- [Meeting Reporters](#): extend your message beyond physical attendees by providing in-depth conference coverage.
- [Resource Centers](#): a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- [Webinars](#): product demos, Q&A, KOL presentations – the content possibilities are endless.
- [Sponsored Videos](#): host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- [Point-of-care](#): branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our new [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Journal Space	Run of Journal Print Materials	Insert Materials	Approximate Mail Date
Jan/Feb	12/18/2019	12/24/2019	1/3/2020	1/17/2020
Mar/Apr	2/12/2020	2/19/2020	2/27/2020	3/12/2020
May/June (SUPPL)	4/16/2020	4/22/2020	4/30/2020	5/14/2020
July/Aug	6/11/2020	6/17/2020	6/25/2020	7/10/2020
Sept/Oct	9/1/2020	9/8/2020	9/16/2020	9/30/2020
Nov/Dec	10/22/2020	10/28/2020	11/5/2020	11/19/2020

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

7 3/4" x 10 3/4". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15"	x	9 7/8"	15 3/4"	x	11"
Full page:	6 7/8"	x	9 7/8"	8"	x	11"
1/2 page horizontal:	6 7/8"	x	4 7/8"	8"	x	5 1/2"
1/2 page vertical:	3 3/8"	x	9 7/8"	4"	x	11"

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: AMP insert guidelines. Sample of insert must be submitted to Sales Representative for approval.

Availability: Two to twelve pages. All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Consult Production Associate for insert specifications, quantity, and shipping instructions.

Business Reply Card Requirements: A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Advertising Representative (U.S.)

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