Women's Healthcare
A CLINICAL JOURNAL FOR NPs

The official journal of NPWH
NURSE PRACTITIONERS IN WOMEN'S HEALTH
Caring for Women

2020 MEDIA

ACCESS
ENGAGEMENT
OUTCOMES

2020 - THE YEAR OF THE
NURSE

Celebrating the Year of the Nurse and Midwife
The World Health Organization (WHO) and International Council of Nurses has launched a global campaign to recognize the mission and accomplishments of professionals that account for more than 50% of the worldwide health workforce. *Women's Healthcare: A Clinical Journal for NPs* will be offering special initiatives throughout 2020 highlighting the role of nurses in healthcare.

Healthcare Intelligence & Best Practices

HCM
HEALTHCOM MEDIA

Overview: About HCM

HCM – HealthCom Media is a leading information, marketing services, and content development company. Our experience and understanding of the many complex aspects of today's healthcare system prove instrumental in securing our leading position as a premier healthcare publisher. We are staffed with experienced professionals who utilize market intelligence to deliver relevant content to our readers, many of whom are healthcare providers and association members. We excel in developing fully integrated marketing solutions for commercial entities that complement traditional advertising programs in our award-winning journals.

Our Story

HCM began as a specialty clinical publisher focused on partnerships with healthcare societies and has evolved into a robust media partner, developing solutions across multiple channels and healthcare audience sectors.

HCM's relationship with the diverse and expanding nursing market keeps these healthcare professionals informed so they can provide the best evidence-based care for the patients they serve. As we innovate, we continue to enhance our readerships' experience, while we create best practices to advance healthcare intelligence for the benefit of our partners' goals and objectives.

Our Profile

- More than 21 years communicating healthcare best practices and intelligence
- Official media partner of the Nurse Practitioners in Women's Health
- Reaches nearly 4 million nurses annually
- Full suite of communications tools and strategies including market research, marketing services, custom content
- A broad network of more than 200 thought leaders in healthcare who are actively contributing to our content platforms

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Journal and advertising overview

Issuance and Closing

New for 2020

Frequency

Bimonthly (Feb, Apr, Jun, Aug, Oct, Dec) 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	Closing	Material	Deployment
February	1/9/20	1/17/20	2/4/20
April	3/12/20	3/16/20	4/1/20
June	5/7/20	5/15/20	6/2/20
August	7/1/20	7/10/20	8/4/20
October	9/10/20	9/17/20	10/6/20
December	10/29/20	11/6/20	12/1/20

BONUS DISTRIBUTION
*Sexual Health Course, June 2020
**NPWH National Conference, October 2020

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 print and digital format. Issues are mailed and deployed quarterly to over 32,000 nurse practitioners. Digital content features videos, click-through data, lead generation, etc.

Average Issue Information

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

Every issue includes:

- **Several peer-reviewed, science-based clinical feature articles**
- **Message from Editor-in-Chief,** Beth Kelsey, EdD, APRN, WHNP-BC, Assistant Professor, DNP Program Director, School of Nursing, Ball State University
- **Assessment and Management** – Topical short summaries of scientific research, guidelines, and reports that highlight key "take-aways"
- **Policy & Practice Points** – Designed to help NPs optimize their clinical practice and stay current
- **Patient Education** – Highlights patient education, tool kits, websites, and other resources
- **NPWH News and Updates** – News and updates from the leading voice for Nurse Practitioners who are treating women every day
- **Continuing Education** - Topical CE activities accredited by the NPWH to meet the educational needs of NPs who provide care for women across the lifespan.

Origin of Editorial:

Staff-written:	25%
Solicited:	60%
Submitted:	15%

Editorial is reviewed by the Managing Editor, Editor-in-Chief, and other subject matter experts.
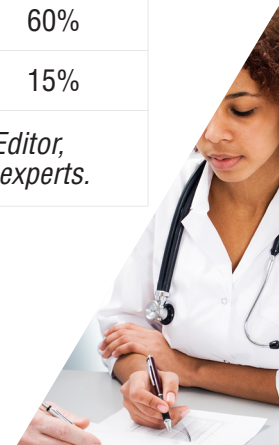
Journal and advertising overview

Rates and Discounts

Rates effective January, 2020: 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.

2020 Print Journal Rates (Gross)

Black and White Rates	1x B/W Rate:	3x B/W Rate:	6x B/W Rate:	12x B/W Rate:
Full page	$3,900	$3,500	$3,000	$2,600
Half page	$2,340	$2,100	$1,800	$1,560
Third page	$1,755	$1,575	$1,350	$1,170
Quarter page	$1,285	$1,155	$990	$860
Four Color	$1,100			

Agency discount: 15%

Preferred Positions

Cover 4	50%
Center Spread	50%
Cover 2	30%
Cover 3 and Opposite TOC	25%
Opposite NPWH Editorial	15%
Opposite Editor-in-Chief	15%
Cover Tips	$10,000 Net

Supplied Inserts Rates:

Furnished inserts are billed at the black and white rate times the number of insert pages. Two-page insert (one leaf): Two-times earned frequency rate. Four-page or larger insert: Black & White earned frequency rate per page.

Circulation

Distribution to 32,000 nurse practitioners in a combination of print and/or digital. Digital distribution includes delivery in a turn-page format with live links, offering advertisers the ability to drive significant brand engagement with this influential audience.

General Information

Requirements or Restrictions for Pharmaceutical Products

Advertisements must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher and NPWH.

- **Accept New Product Releases?**
  Yes – please send to Lydia Kim at LKim@healthcommedia.com.

- **Editorial Research**
  Editorial research is conducted on a regular basis.

- **Ad/Edit Information**
  - Ad/Edit Ratio 40/60%
  - Average Folio 52 pages

Journal and advertising overview

Mechanical Reproduction Requirements

Ad and Bleed Sizes Page Size	Non-Bleed	Bleed
2-page spread	7" x 9 ¾"	8 1/4" x 11 1⁄8"
Full page	7" x 9 3/4"	8¼" x 11 1⁄8"
Half page - vertical	3 3⁄8" x 9 3/4"	4" x 11 1⁄8"
Half page – horizontal	7" x 4 3/4"	8 1⁄8" x 5 1/2"
Third page	2 1⁄8" x 9 3/4"	2 3/4" x 11 1⁄8"
Quarter page	3 3⁄8" x 4 3/4"	NA

AD REPRODUCTION REQUIREMENTS

Half-tone Screen – 133-line screen.

- *Women's Healthcare: A Clinical Journal for NPs* is printed web offset using computer-to-plate technology

- Digital artwork required Mac files are preferred

- Application file formats accepted are: Hi-res PDF, QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop

- PDF/X-1a files preferred. Fonts should be embedded. Files should be written at 300 dpi; 2400 x 3263 pixels

- Pages must be built according to final trim size (8" x 10 7⁄8"). All bleeds should be 1⁄8" beyond page trim size. All text should be kept 1/2" from trim

- For eps files using fonts, be sure fonts are converted to outline or rastorized

- We print at a 133-line screen; therefore, an image resolution of 275-300 dpi is required.

- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application and re-import it into your layout document at 100%.

- Convert all images to CMYK (not RGB). No spot colors.

- All colors or graphics must be supplied in a single channel EPS or TIFF format.

- InDesign/Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialogue box.

- Files can be submitted electronically through email, Dropbox, or other file transfer system.

- SWOP standards apply.

For any production questions, please contact:
Chris Evans Gartley
Phone: 215-489-7004
Email: cevansgartley@healthcommedia.com

Editorial calendar

Issue	Features	Departments
June	• CE: Updates in pharmacologic treatment of endometriosis-related pelvic pain • WHNP role in helping families conceive • Hypertension guidelines • Hologic survey: Cervical cancer screening data	• EIC message • NPWH position statement: Prepregnancy genetic carrier screening • NPWH news & updates: message from the new CEO chair • NPWH conference 2019 podium presentations and winning posters • DNP projects: Improving oral health in pregnancy • Commentary: Fetal alcohol spectrum disorder • Clinical resources: Preventing alcohol-exposed pregnancies tool kit
August	• CE: Perinatal anxiety disorders: An update • Disordered eating: Not just a problem of the young • Trauma-informed care • Postpartum depression	• EIC message • Mental health: NPs during the COVID pandemic • Clinical resources: WPSI recommendations focused on older women and mental health
October	• CE: NPWH regional meetings: HSDD/BV/contraception • Diagnosis and management of uterine fibroids • Role of nurse practitioners in providing care for adolescent females • Trichomoniasis: reinfection vs resistance	• EIC message • NPWH position statement • NPWH news & updates • Commentary: Rewards and challenges of caring for women in custody • DNP projects: Early postpartum contact - QI project • Patient education: Fibroids • Professional development: Working with industry • Focus on sexual health: How to become a sexual medicine expert
Dec	• CE: Hyperprolactinemia • Strategies to decrease fat stigma in women • Maternal mortality among black women in NY State • Fecal incontinence	• EIC message • NPWH position statement • NPWH news & updates • Commentary: Group care model for menopausal education and support • NPWH conference 2020: podium presentations and winning posters • Professional development: Academic program leaders • Focus on sexual health: Sex and disabilities: cognitive and functional

BV, bacterial vaginosis; CE, continuing education; CEO, chief executive officer; DNP, Doctor of Nursing Practice; EIC, editor in chief; HSDD, hypoactive sexual desire disorder; NPWH, nurse practitioners in women's health; NY, New York; QI, quality improvement; WHNP, women's health nurse practitioner; WPSI, Women's Preventive Services Initiative.

Online and Digital Media

Digital Infrastructure

HCM is equipped for data-driven marketing services and solutions for clients serving the interest of audiences across all platforms.

Women's Healthcare: A Clinical Journal for NPs is supported by a state-of-the-art marketing automation infrastructure.

Content marketing programs and sponsorships will now include the following targeting capabilities:
- Predictive analytics
- Advanced segmentation
- Behavioral analysis
- Content taxonomy
- IP mapping and audience segmentation
- Construction of personas

Identify characteristics of target nurses based on data and behavioral analysis. Use these attributes for forward-looking traffic and targeted content delivery. HCM will use display, email, social media, website, native, and other channels to disseminate targeted messages to the right audience and drive to the tactics described in this publication.

Fully Integrated Programs

We partner with organizations to provide an opportunity to reach thousands of nurses with relevant content through innovative and creative digital media initiatives. By leveraging our peer-reviewed editorial, *Women's Healthcare: A Clinical Journal for NPs* can co-brand with your organization to promote your topic, and add value and authority to your digital messaging.

Audience

Thought leadership influences nurses to improve overall practice and behavior
- 40,000+ readers of *Women's Healthcare: A Clinical Journal for NPs* in print
- Nearly a quarter-million visitors to npwomenshealthcare.com

All of these professionals require meaningful content to advance their practices and improve outcomes.

Online and Digital Media

NPWomensHealthCare.com — Clinical. Peer-reviewed. Trusted.

Our content includes:

- Clinical, practical, useful nurse practitioner articles with commentary and thought leadership from NP and nursing and industry leaders.
- Leadership – our leaders share best practices and deliver content that guides future leaders.
- News on drugs and devices – editorial specific to the latest drug therapy options and best practices—a hot topic for nurses.
- Continuing education – multi-platform delivery of continuing education credits
- Latest NPWH news — current issues facing nurses and program updates from NPWH.
- Health news from around the nation – premier source for health information and health news from around the world.
- Careers – general career opportunities, tips, and job-hunting information.
- Focused thought leadership through our Advisor Series Resource Center. We take the expertise of leaders in all areas of nursing and drive topic-specific awareness.
- Native Advertising — creative ads in the user's content experience that usually take the form of the
- content on the page. HCM employs four types of native ad units: Story Ad, Video Ad, Product Ad, and App Install Ad.

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The official journal of **NPWH** NURSE PRACTITIONERS IN WOMEN'S HEALTH *Caring for Women*

Pages in the official journal promote the following:

Video: Clinical best practices, research, debates, and panel discussions - all take on a greater life in video format. These 5-7 minute videos are made for sharing and bring faces to the clinical issues
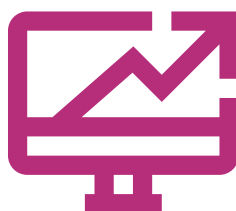
ASRC: Site-based resource center; a deep content repository serving as the nexus of content channels and tactics uses SEO and marketing tactics to own the issues associated with various brands and draw on monthly traffic
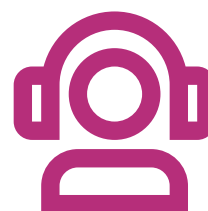
Podcast: An audio series featuring personable clinicians can take an informative and entertaining message to nurses across all levels - gain loyalty and enjoy viral benefits

Online and Digital Media

Educational Webinars

- Webinars are great tools to communicate best practices, innovation, and education.

- Highlight the innovation and thought leadership of our partner companies and front-line practitioners.

- Draw leads, increase SEO, deliver valuable front-line insights on key topics, and more.

- Pre- and post-event marketing media bundle – awareness across display, social, email, print channels to nurses.

Live Webinars

An HCM Live Webinar is a collaborative online conference that is formatted and broadcast as a peer-level web meeting. Live Webinars consist of real-time multicast from a presenter, or panel of presenters, to a geographically diverse audience. Live Webinars are scheduled and marketed a minimum of 6 weeks in advance, and feature online registrations and reminder e-mails. The Live Webinar format offers text-based messages for submitting questions to speakers at any point during the presentation. Applications for web conferencing include topic discussions, training events, lectures, or sales-related presentations.

OnDemand Webinars

An OnDemand Webinar is a scaled-down version of the Live Webinars, in that they are entirely pre-recorded and accessible from our website at any time. The OnDemand Webinars take on all the appearances and benefits of the Live version, but do not occur in real time on a scheduled date. Question and answer sessions do not occur, but can be simulated as part of the recorded presentation.

Contact your account manager for pricing and availability

Online and Digital Media

Video and Podcast Content Strategy

- Serialized short-form episodes focused on clinical how-to's, best practice research, debates, panel discussions driven by thought leaders.

- Each video is backed by an advanced analytical-based marketing campaign to create buzz and interest in the highlighted topics, and to track views and engagement for re-targeting messaging.

- Video is a powerful media format that brings faces to the topics discussed. Videos are approximately 7-15 minutes.

Video

Video has become an essential part of how hospitals, clinics, nursing schools, and other healthcare facilities teach, train, and communicate. The video format has become the preferred medium in healthcare settings; it is a simple tool that can quickly and effectively convey information better than text, and can be shared and reviewed easily anytime and anywhere it's needed.

Podcasts

A Podcast is a digital audio file that is available for listening, downloading, and storage on various devices.

These audio files are often presented in topic-oriented episodes, and produced as a series that can be syndicated to a user's desktop, mobile application, or portable media player.

Contact your account manager for pricing and availability

Online and Digital Media

# Advisor Series Resource Center (ASRC)

- ASRCs are highly customizable content repositories delivering much-needed information: clinical education content, sponsor banners, video, and white paper hosting, podcasts, position statements.

- ASRC's have a 'back end' infrastructure designed to analyze audience behavior for re-targeting based on predictive analytics.

- ASRCs are a content rich environment with sponsor branding and conversation points.

- HCM will take on all production work for Video and Podcast series creation.

ASRC Plan and Strategy

Supported by a marketing campaign that leverages HCP-level data, advanced audience segmentation, contextual targeting and behavioral analysis, ASRCs target the interests of HCP audiences. Clients own the topics in a dedicated region of the site with 100% SOV. Brand messaging is variable and can change.

Sponsorship includes:

- Content created in video, audio, and/or written formats will help drive awareness and consideration with a key audience, and break through the noise of a highly competitive market with precise messaging (ex. Target list, CNOs, VP Nursing, etc.)
- Leverage KOL influencers through highly powerful video content and messaging
- Educate and support nurse leaders to better understand workforce optimization and benefits of data-driven practices while building brand awareness
- Generate research along the way by understanding engagement and behavior with content on site
- Capture qualified leads and associated data
- Supported by a detailed marketing campaign
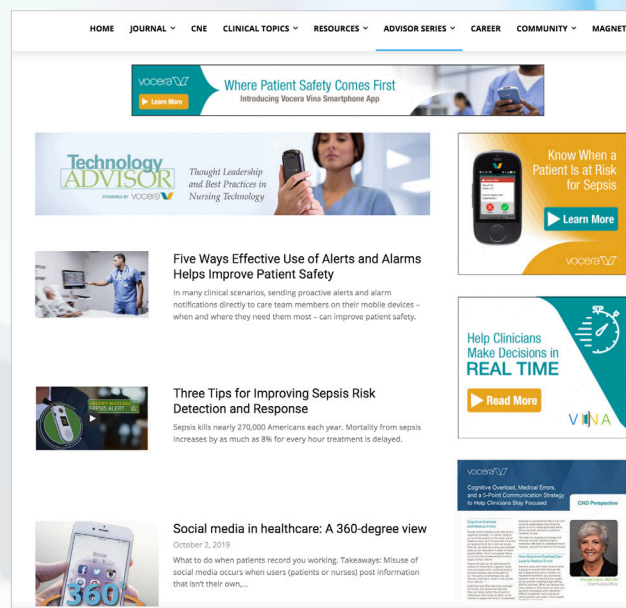
Online and Digital Media

2020 - THE YEAR OF THE
NURSE

Join HealthCom Media and *NP Women's HealthCare* as we spotlight the exceptional role nurses play in our healthcare system.

Own one month of 2020: Each month in 2020, HCM will feature stories, videos, social media, and advertising that highlights the importance of nurses in service and draws the attention to a specialty or field in nursing.

Monthly sponsorships include:
- Feature stories, co-written or client supplied, on the homepage of NPWomensHealthcare.com.
- Stories will profile nurses in action, in pictures and words (video is an option), with integrated conversion points in a native advertising format.
- Stories can feature nurses from client accounts
- Monthly theme
- Six months of display and video advertising with full HCM marketing campaign to drive traffic to the special content.
- Print, display, e-mail, video
- Nothing tells a story like powerful video content–show how improved healthcare practices have helped innovate and save lives

Contact your account manager for pricing and availability

Online and Digital Media

Leadership eResources

eBooks
An eBook is a publication featuring copy and images and consists of academic, marketing, or sales-related content. eBooks can be designed with an organization's brand standards, or as an unbiased editorial or research formatted document.

White Papers
A White Paper, also referred to as a Case Study, is an authoritative report or guide that informs readers about complex topics or relevant industry issues. White Papers present the authoring organization's philosophy on the matter, and are meant to help readers understand an issue, solve a problem, or make a decision. In business, a White Paper is the perfect asset to persuade an audience and promote a product or viewpoint. White Papers differ from eBooks in that they tend to be less visual and more academic in their presentation.

Infographics
An Infographic, also referred to as Information Graphics, is a visual representation of data or knowledge intended to clearly present information at a glance. Developed specifically for Healthcare Professionals, Infographics can be the best format to illustrate statistics, patterns, trends, and comparisons. Since they make minimal use of text, infographics can be a powerful tool for simplifying concepts, mapping relationships, and providing essential insights. The use of compelling images can make an abstract idea easier to understand, and ideal for marketing and instructional communications.

Patient Handouts
A Patient Handout, also referred to as Patient Education, is a downloadable and printable document intended for healthcare professionals (nurses, nurse practitioners, physician assistants, or physicians) to provide information to patients about their own health status and needs. Patient Handouts aim to enable patients to improve their own health by changing their health-related behaviors. These sponsored assets serve as a brand-building and awareness opportunity for supporting organizations.

Special Reports
A Special Report, also referred to as an Editorial Supplement, is a sponsored, fully independent publication that is published for distribution with one of our journals, but also can serve as a standalone thought leadership piece. Editorial direction, content development, and design is provided by HealthCom Media, and provides content for supporters in both print and digital for distribution.

Contact your account manager for pricing and availability.