

Fast Facts

EDITORIAL

American Nurse Today is the official journal of the American Nurses Association (ANA) and a broad-based nursing journal presenting peer-reviewed, science-based information that nurses can use in their practice...no matter what specialty.

FREQUENCY

12 issues per year—6 print and 6 electronic. The journal is published by the 15th of each month.

CIRCULATION

Print issues are mailed to 175,000 nurses including all members of ANA. Electronic issues are deployed to over 120,000 nurses who have opted-in to receive information from ANA and/or **American Nurse Today**.

PEER REVIEW

Yes. Editor-in-Chief, Pam Cipriano, PhD, RN, FAAN, NEA-BC leads an outstanding Editorial Advisory Board of nursing thought leaders from a wide variety of nursing specialties.

AVERAGE ISSUE

Average number of articles per issue: 12-14. Average length of articles: 1-6 pages, depending on topic (CE article approximately 5-6 pages).

DEPARTMENTS

Inside ANA Latest news and initiatives from the strongest voice and advocate for the nursing profession.

Strictly Clinical . . . Timely, peer-reviewed clinical articles covering a wide variety of topics based on best practices. Editorial is useful, practical information that nurses can use in their practice immediately.

Practice Matters . . . Legal and ethical issues, time management, negotiating contracts, Magnet® recognition and drug topics will be covered.

Career Sphere . . . Tips, techniques and ideas to help nurses maximize their careers.

Mind/Body/Spirit . . . Articles that will remind nurses to “take care of the caregiver”.

ORIGIN OF EDITORIAL

Staff-written: 5%. Solicited: 35%. Submitted: 60%.

FORMAT

A-size journal.

AD TO EDIT RATIO

Average folio: 48 pages. Ad/Edit ratio: 40/60%.

AD PLACEMENT

Advertising is placed between and within articles, standard ad rotation.

CONTINUING ED

Yes. The journal will provide at least 1 CE article per issue.

SUPPLEMENTS

Yes — Custom programs sponsored supplements, special reports, and Editorial Advocacy programs addressing a full range of nursing issues including, but not limited to: drug therapies, literature reviews, evidence-based practice issues, Magnet recognition and the changing image of nursing. Please contact your Account Manager for more information.

INCENTIVES

Yes. Please ask your Account Manager about special programs currently available.



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