



The official journal of the
 American Nurses Association...
and the dynamic voice of nursing.



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Issuance and Closing

Date of First Publication
 October, 2006

Frequency
 Publishing 12 times: six issues print and six issues online

Mailing Date
 16th of odd months

Closing Dates

Issue.....	Closing Date
January	Dec. 28, 2009
March	Feb. 24, 2010
May	Apr. 27, 2010
July	Jun. 28, 2010
September	Aug. 26, 2010
November	Oct. 27, 2010

Editorial

General Editorial Direction
American Nurse Today is the only nursing journal guaranteed to be received by all members of the American Nurses Association and serves as a fresh voice of nursing. The journal provides vital clinical data, information, news and insight from authoritative experts that will enable nurses to advance their careers and profession while enhancing patient care. *American Nurse Today* is a comprehensive, peer-reviewed journal written by nursing experts and presented in a reader-friendly format.

Average Issue Information

Number of articles per issue14
 Average length of articles1 to 8 pages
 There are 5 sections of the journal:
Inside ANA – latest news and initiatives of ANA.
Career Sphere – career management and business issues.
Practice Matters – issues impacting how nurses can best manage their practice.
Strictly Clinical – peer-reviewed data, CE and clinical tidbits.
Mind/Body/Spirit – taking care of the caregiver.

Origin of Editorial

Staff-written10%
 Solicited70%
 Submitted20%
 All editorial is reviewed by the Nurse Editor-in-Chief, ANA and two other nurse reviewers including Editorial Advisory Board members.

Rates and Discounts

Rates effective January 1, 2010.
 Line and display rates are net. 15% agency commission is available on 1/4-page and larger classified advertisements.
Line Ads: \$44 per line. Minimum 10 lines for employment. All other advertisements minimum 5 lines. **Bold text:** add \$37 per line.
Color: 2/color – add \$61 per line for line ads.
Display Classified – Rates on reverse. For color, add:
 2-color standard – \$616, or 2-color matched PMS – \$801
 4-color – \$2,157

Circulation

Selection Criteria based on current association membership and database of non-member nurses from ANA-maintained list.

Members – 85.7%; Non-Members – 14.3%
Paid subscribers – <1%

Circulation Verification

Publisher's sworn statement.

The following percentages of membership for each category were based on a membership survey done by the American Nurses Association in 2008:

(% of membership)

Staff Nurse	49.0%
Nurse Practitioner	10.0%
Professor or Educator	12.0%
Administrator	3.0%
Clinical Specialist	4.0%
Supervisor/Head Nurse	4.0%
Nurse Manager	3.0%
Other	9.0%
Case Manager	3.0%
Consultant	2.0%
Director of Nursing Service	1.0%

Practice Setting

Hospital or Multi-Hospital System	56.0%
School of Nursing/College	12.0%
Community/Public Health	6.0%
Home Health	2.0%
Long Term Care Facility	3.0%
Private Practice	2.0%
Ambulatory Care	7.0%
Military	1.0%
Physician or Dentist Office	2.0%
Other	9.0%

Specialties

Acute Care	6.4%
Administration/Management	4.8%
Anesthesia	0.3%

Cardiology	3.9%
Clinical Research	0.4%
Community/Public Health	4.6%
Critical Care	6.2%
Educator	12.2%
Emergency/Trauma	5.0%
Family Planning	0.1%
General Practice	2.0%
Gerontological Nursing	2.1%
HIV	0.3%
Informatics	0.7%
Long Term Care	1.2%
Medical	6.8%
Neonatal	1.7%
Neurology	0.7%
OB/GYN	3.6%
Occupational Health	0.6%
Oncology	2.8%
Operating Room	2.3%
Orthopedics	1.3%
Pediatrics	4.0%
Perinatal	0.4%
Post Anesthesia	1.8%
Primary Care	2.6%
Psychiatric/Mental Health	7.0%
Rehabilitation	1.2%
Surgery	2.5%
Women's Health	1.0%
Other	9.5%

Highest Level of Education

Diploma or associate degree in Nursing	20.0%
Bachelors of Nursing	29.0%
Masters of Nursing	27.0%
Doctorate in Nursing (or Post Doctorate)	5.0%
Bachelors in another field	6.0%
Masters in another field	6.0%
Doctorate or Post Doctorate in another field	4.0%
Other	3.0%

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