

Editorial	American Nurse Today is the official journal of the American Nurses Association (ANA). The journal premiered in October, 2006 and is a contemporary, fresh voice of nursing.
Frequency	Publishing 6 times in print and 6 times online in 2010—available approximately the 16th of each month.
Circulation	175,000 nurses—reaching over 160,000 members of the American Nurses Association, non-member nurses from an ANA database and a growing paid subscription base.
Peer Review	Yes. Editor-in-Chief, Pam Cipriano, PhD, RN, FAAN, NEA-BC from the University of Virginia Health System leads an outstanding Editorial Advisory Board of nursing thought-leaders from a wide variety of nursing specialties. Editorial is reviewed by the Editor-in-Chief, staff nurse editors, and peer reviewers including Editorial Advisory Board members.
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: 10%. Solicited: 30%. 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 — sponsored supplements 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 Sales Manager for more information.
Incentives	Yes. Please ask your Sales Manager about special programs currently available.

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