

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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Visit us on the web at www.AmericanNurseToday.com.



The American Nurses Association is the only full-service professional organization representing the nation's entire registered nurse population. From the halls of Congress and federal agencies to hospitals and other health care facilities, ANA, headquartered in Silver Spring, MD, is the strongest voice for the nursing profession.

ANA represents the interests of the nation's 3.1 million registered nurses through its constituent member associations (CMAs). Dedicated to ensuring that an adequate supply of highly skilled and well-educated nurses is available, ANA is committed to meeting the needs of nurses, as well as health care consumers.

ANA's core issues are:

- Nursing shortage
- Appropriate staffing
- Workplace rights
- Workplace health and safety
- Patient/safety advocacy

ANA's cornerstone work involves nursing ethics and nursing standards.

ANA is at the forefront of policy initiatives pertaining to health care reform. Through ANA's political and legislative program, the association has taken firm positions on a range of issues, including:

- Mandatory overtime
- Safe/appropriate nurse staffing
- Medicare reform
- Patients' rights and safety
- The importance of safer needle devices
- Whistleblower protections for health care workers
- Adequate reimbursement for health care services, and
- Access to health care
- Protecting the nursing scope of practice
- Healthcare reform
- Safe patient handling

ANA and its Constituent Member Associations' (CMAs) lobbying efforts are contributing to health care reform on both state and national levels.

ANA continues its efforts to expand:

- Scientific and research base for nursing practice
- Ensure workplace advocacy rights of all nurses
- Gain better compensation and better working conditions for nurses
- Implement new ways in which nursing services can be delivered to respond to current and future demands for cost-effective, quality health care

The ANA enterprise includes the American Academy of Nursing, the American Nurses Credentialing Center, and the American Nurses Foundation — and, as of the end of 2008, 24 organizational affiliates.

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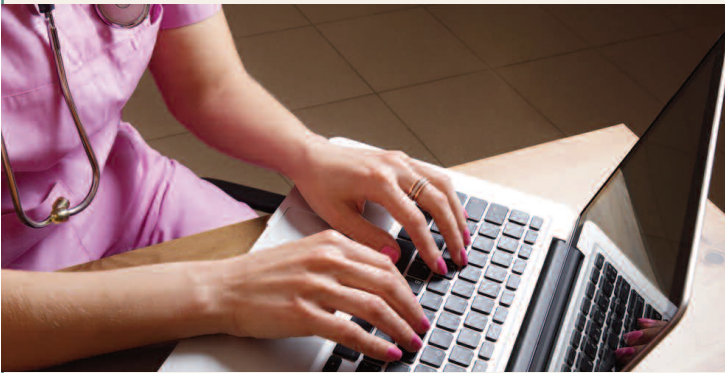
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Webinars on www.AmericanNurseToday.com

Webinars can be used in diverse ways to cut marketing and sales costs and drive top-line growth. A great web collaboration and Webinar strategy can even create competitive or strategic advantage. By partnering with **American Nurse Today**, the official journal of the American Nurses Association, we can help you develop a program that sets you apart from the competition.



Though many companies are using a marketing webinar model, it is not the only option. Other effective ways of using webinars include:

Positioning webinars – Positions or repositions (promotes) a company, product or service to potential buyers in the marketplace. These webinars should be informative and/or educational, and are mostly good quality content with a small portion of sales at the end. A positioning webinar, since educational in nature, can draw attendees through possible CE accreditation!

Web focus groups – Leverage the features of leading Web collaboration platforms by delivering the insights of multiple conference room-style focus groups, with higher quality data and at a fraction of the cost. Span the globe; eliminate geographical biases. Participants can volunteer their thoughts and ideas from the comfort and convenience of their home, office, or anywhere else they choose to go online. And instead of having to start at a

fixed time, they can participate whenever they wish—before work, during the day, over lunch, or in the evening

Database-building webinars – Events geared toward building the list of target individuals at the “top of the marketing funnel”. Consider topics that are current and newsworthy, and leverage your company’s expertise in engaging new potential customers.

Training Webinars – A timely education/marketing option to help you gain access to new sales opportunities, connecting with customers and potential customers to fuel sales growth.

American Nurse Today can help you develop a webinar that meets your marketing initiatives.

Our webinar program includes pre- and post-event marketing, archival options and is a turn-key program where you supply content and speakers... we will do the rest.

Webinar pricing is based on variables including your budget. Our custom programs maximize exposure of the event through print and electronic platforms.

Example pricing — \$25,000 includes:

- Premium electronic promotion for 1 month on www.AmericanNurseToday.com
- Electronic promotion activities (e-newsletter sponsorships, banner ads and exclusive e-blasts to prospective attendees)
- Turn key event services provided by third party vendor including one rehearsal
- Exclusive registration page—you will have access to registration information before and after your event
- Up to 500 attendees

Talk to your Account Manager about how you can incorporate **American Nurse Today** Webinars in your marketing and/or educational programs.

For more information, contact:

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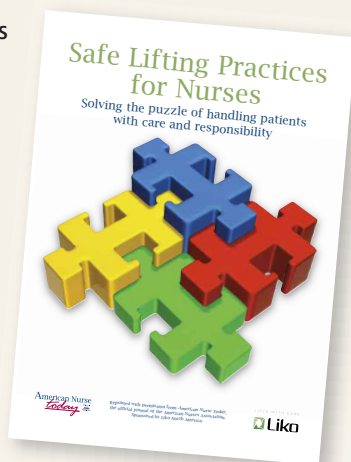
Special Projects

American Nurse Today, the official journal of the American Nurses Association (ANA) offers customized, cost-effective programs that provide you with print and electronic options to maximize distribution and meet your specific education and/or marketing goals. Our programs range from gathering specific nursing data to producing enduring educational materials—and everything in-between!

Our research has proven itself...nurses want what **American Nurse Today** offers—critical, professional, and evidence-based information encompassing clinical, practical, career and practice management issues in a reader-friendly easy-to-read format. We bring this standard to all special projects! Our programs enhance and expand the science-based information in the journal. We specialize in customizing projects to meet both nursing information needs as well as commercial educational initiatives.

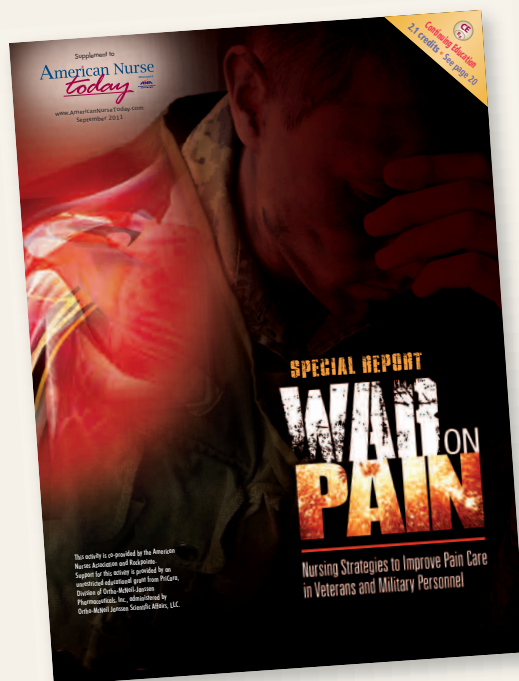
Over the past 5 years, **American Nurse Today** has provided our readers with timely, up-to-date clinical and practical information to improve patient care and advance the nursing profession—information that our readers use immediately in their practice. **American Nurse Today** is read monthly by 175,000 nurses that include 160,000 members of ANA.

Nurses are a vital component in our health-care system—and ANA is the only multi-specialty nursing organization that represents the 3.1 million nurses across the country on both the state and national levels. Nurses want and need a wide variety of education and information to answer questions from colleagues and patients every day! As the #1 trusted healthcare professional in the USA*, and in many cases, the one that spends the most time with patients, nurses are vital recommenders of a wide variety of programs, over-the-counter products as well as talking to colleagues, patients and family members about various healthcare issues every day.



"Off-the-shelf" projects range from development and tabulation of surveys, round table discussion groups, symposia, enduring materials and more.

American Nurse Today offers "turn-key" programs starting with the development of editorial, copy editing, peer-review, art and design (including charts or graphs) layout, printing, mailing, and postage.



Examples of well-received projects that have been successfully used to address various informational needs include:

- **Print-based programs**
 - Educational monographs
 - Editorial Advocacy
 - Special Reports
 - Education handouts
- **Web-based programs**
 - Custom editions of **American Nurse Today**
 - Delivery of information through www.AmericanNurseToday.com
 - Webinars
 - Blogs

(more...)

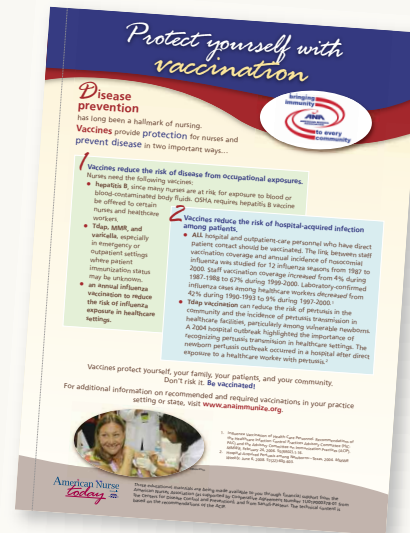
PRINT BASED PROGRAMS

EDUCATIONAL MONOGRAPHS – Whether you are interested in converting existing oral presentations from an event, supporting independent topic-specific CE-approved educational material development, or development of articles that serve as educational tools and resources for nurses – consider partnering with **American Nurse Today**, the official journal of the American Nurses Association as a development/distribution partner. We work with a team of professionals who work with your team (or work independently) to create high quality enduring educational materials that will serve nurses as a resource to further their nursing practice. Our educational supplement program is flexible, allowing us to develop a customized approach for your project. Several examples of our educational platforms include:

EDITORIAL ADVOCACY – Every issue of **American Nurse Today** contains evidence-based, succinct, practical information to update the most active nurses on the fast changing healthcare standards. However, we want to do more! The Editorial Advocacy program helps broaden the scope of information in each issue. The program is sponsorship of multiple-part serial editorial focused on a specific topic that is published in an agreed-upon timeline. Our editorial team works with you and/or your staff, or other nurse authors to develop focused articles that will be scheduled in the journal throughout the agreed upon period of time (3 months, 6 months, etc.).

SPECIAL REPORTS – This option is development of editorial on a single-topic that is presented as a special “section” within the print publication. Special Reports consist of editorial presented in article format and usually cover various aspects of a single topic.

EDUCATION HANDOUTS – Working with leading nurse authorities, we develop an education handout specific to an agreed upon topic that nurses share with colleagues or patients, as appropriate. Printed with your sponsorship acknowledged and inserted into **American Nurse Today**, these handouts can also be printed/padded for use in awareness campaigns, at nursing conventions, or by marketing/sales representatives as an educational leave-behind.



WEB-BASED PROGRAMS

CUSTOM EDITIONS OF American Nurse Today electronic issues – if you are interested in a communications/education program that includes electronic delivery, consider the cutting-edge **American Nurse Today** electronic issues – the only nursing that includes BOTH peer-reviewed, science based information as well as *timely* news about what is currently being discussed in the media. Custom editions that focus on a specific topic, as well as custom circulations are available.

DELIVERY OF INFORMATION THROUGH www.AmericanNurseToday.com – the journal’s companion website has become a favorite destination for nurses on the web. As of September, 2011, the website averages over 1.5 million impressions a month with an average of 267,000 page views with an average of over 66,000 visits per month.

WEBINARS – **American Nurse Today** can help you develop a webinar that meets your education, awareness building, or marketing initiatives. Our turn-key webinar program includes significant pre- and post-event marketing and archival options – all you supply is the content and the speakers...we do the rest.

BLOGS – Is there a member of your team that who is interested in blogging about your project? Talk to us about how we can get your information in front of dynamic, active nurses who are on the web!

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