

<b>Editorial</b>	<b>American Nurse Today</b> is the official journal of the American Nurses Association (ANA) and a broad-based nursing journal presenting science-based information that nurses can use in their practice...no matter what specialty.
<b>Frequency</b>	Publishing 12 issues per year — 6 print and 6 online ( <i>American Nurse Today...ONLINE</i> ) in 2011 — available approximately the 16th of each month.
<b>Circulation</b>	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.
<b>Peer Review</b>	<b>Yes.</b> 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.
<b>Average Issue</b>	Average number of articles per issue: 12-14. Average length of articles: 1-6 pages, depending on topic (CE article approximately 5-6 pages).
<b>Departments</b>	<b>Inside ANA</b> — latest news and initiatives from the strongest voice and advocate for the nursing profession. <b>Strictly Clinical</b> — 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. <b>Practice Matters</b> — Legal and ethical issues, time management, negotiating contracts, Magnet® recognition and drug topics will be covered. <b>Career Sphere</b> — Tips, techniques and ideas to help nurses maximize their careers. <b>Mind/Body/Spirit</b> — Articles that will remind nurses to “take care of the caregiver”.
<b>Origin of Editorial</b>	Staff-written: 5%. Solicited: 35%. Submitted: 60%.
<b>Format</b>	A-size journal.
<b>Ad to Edit Ratio</b>	Average folio: 48 pages. Ad/Edit ratio: 40/60%.
<b>Ad Placement</b>	Advertising is placed between and within articles, standard ad rotation.
<b>Continuing Ed</b>	<b>Yes.</b> The journal will provide at least 1 CE article per issue.
<b>Supplements</b>	<b>Yes</b> — 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.
<b>Incentives</b>	<b>Yes.</b> Please ask your Account Manager about special programs currently available.

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