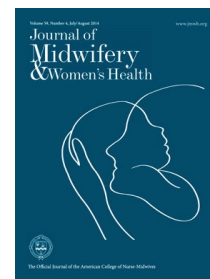


2020 Advertising Rate Card

Journal of the Midwifery & Women's Health



The Journal of Midwifery & Women's Health is the official peer-reviewed journal of the American College of Nurse-Midwives (ACNM). With a focus on evidence-based care, JMWPH publishes articles presenting new research and current knowledge in midwifery, primary care, gynecology, public health, and health care policy. This highly respected journal is dedicated to promoting excellence in clinical practice and improving the care of women throughout their lifespan.

Advertising & Sales Office

MJ Drown, Account Manager – Display Advertising
P: 781-388-8341 ~ E: mdrown@wiley.com

Kristin McCarthy, Recruitment Advertising Sales
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales
P: 781-388-8343 ~ E: commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Darren Green: Publisher

Jamie Wielgus: Journal Publishing Manager

Circulation

Total Circulation: 7,102

Circulation

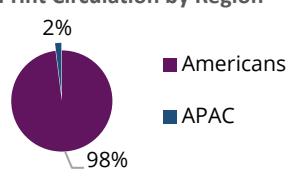
Verification: Sworn Statement

Coverage: United States and International

Markets Served: Primarily Certified Nurse-Midwives (CNMs) and Certified Midwives (CMs), as well as Nurse Practitioners and Ob/Gyns.

- There are over 11,000 CNMs and CMs in the U.S.
- More than 50% of CNMs/CMs are employed by physician practices or hospitals/medical centers.
- Midwives do more than deliver babies, with more than 90% reporting they provide gynecologic and/or primary care.
- CNMs/CMs care for women throughout the lifespan, which encompasses prenatal, intrapartum, and postpartum care, as well as gynecology, nutrition, mental wellness, and primary care.
- CNMs/CMs treat patients throughout adulthood, including postmenopausal women.
- CNMs have prescription-writing authority in all 50 states, the District of Columbia, American Samoa, and Guam. CMs have prescription-writing authority in New York and Rhode Island.

Print Circulation by Region



Editorial Information

Editor: Frances E. Likis, DrPH, NP, CNM, FACNM, FAAN

2018 Impact Factor: 1.644

ISI Journal Citation Reports® Ranking: 2018:
34/120 Nursing (Social Science); 31/118 Nursing (Science)

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Ads will be stacked. Please contact your sales rep for information on premium positions.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Ask about digital advertising opportunities in the
Journal of Midwifery & Women's Health

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,097	\$1,432	\$891
3x	\$2,024	\$1,391	\$964
6x	\$1,932	\$1,334	\$824
12x	\$1,880	\$1,288	\$799
24x	\$1,839	\$1,252	\$783
36x	\$1,798	\$1,226	\$758

Color Rates (in addition to earned B&W rate):

4-color process:	\$1,545
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Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	25%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%.

www.wileyonlinelibrary.com/journal/jmwh

WILEY

2020 Advertising Rate Card

Journal of Midwifery and Women's Health

Issuance & Closing Dates

Frequency: 6x per year

2020 Closing Dates:

Vol/Iss	Cover Date	Space Reservations	Material Due	Inserts Due
65:1	Jan / Feb	12/20/19	12/27/19	1/3/20
65:2	Mar / Apr	2/17/20	2/24/20	3/2/20
65:3	May / June	4/20/20	4/27/20	5/2/20
65:4	July / Aug	6/19/20	6/26/20	7/3/20
65:5	Sept / Oct	8/20/20	8/27/20	9/3/20
65:6	Nov / Dec	10/20/20	9/26/20	11/1/20

Bonus Distribution

Issue	Conference
Mar / Apr	American College of Nurse-Midwives

Mechanical Requirements

Trim Size: 8" x 10.75"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.125"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.

- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125", safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, ad month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80gsm.
- Covers: 10pt. C25

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Reproduction Requirements

- Four-color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

Contacts

Ship all insertion orders to:

Wiley
Attn: MaryJo Drewn
JMWH, Vol __, Issue __
101 Station Landing, Suite 300, Medford, MA 02155
P: 781-388-8341 ~ E: adtraffic@wiley.com

Ship all advertising material to:

Al Liburd, Advertising Production Specialist
P: 201-748-8754
E: PrintAdTraffic@wiley.com
Wiley
111 River Street, 4-01, Hoboken, NJ 07030-5774

