

Description

Ostomy Wound Management (OWM) addresses the overlapping fields of ostomy care, wound care, continence care, and related skin and nutritional issues.

Circulation 21,778

Advanced practice nursing/therapy titles: clinical nurse specialist, critical care nurse, discharge planner/case manager, CWOCN/ET nurse, home care DON, home care field nurse, infection control, inservice educator, long-term care DON, med-surgery nurse, nurse practitioner, physical therapist, physician assistant

Physician titles: colorectal surgeon, family practice physician, medical director, podiatrist

Market Coverage

OWM is circulated to advanced practice nurses and clinicians who specialize in the management of ostomies, wounds, incontinence, and related conditions. Over the past 30 years, OWM has played a key role in broadening and defining this multidisciplinary market.

Special Issues

January:	Bariatrics revisited
February:	Pressure ulcers
March:	SAWC Spring/WHS Exhibitors Preview
April:	SAWC Spring/WHS issue
October:	SAWC Fall issue
November:	AAWC issue

Bonus Distribution

April:	Symposium on Advanced Wound Care Spring and Wound Healing Society Meeting (SAWC Spring/WHS)
May:	Wound, Ostomy, Continence Nurses (WOCN) Meeting
October:	Symposium on Advanced Wound Care Fall (SAWC Fall)

Continuity Discounts

Discounts are available only for contracted insertions.

Ad Requirements

PDF (Acrobat 4.0 or later) preferred. Other accepted formats include .EPS and .TIFF.

Files must have the following resolution specifications: grayscale or color-only images, 300 dpi; combination grayscale and color images, 500 to 900 dpi; line art, 900 to 1200 dpi.

Contact

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2018 Circulation

Advanced Practice Nursing/Therapy Titles

Clinical Nurse Specialist	1,215
Critical Care Nurse	1,010
Discharge Planner/Case Manager	1,526
CWOCN/ET Nurse	4,014
Home Care DON	1,760
Home Care Field Nurse	800
Infection Control	1,433
Inservice Educator	475
Long-term Care DON	1,876
Med-Surgery Nurse	950
Nurse Practitioner	3,391
Physical Therapist	1,127
Physician Assistant	621

Subtotal 20,198

Physician Titles

Colorectal Surgeon, Family Practice Physician, Medical Director, and Podiatrist	1,580
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Grand Total 21,778

Column Sizes, Specs and Net Rates

1/8-page	3.375" x 2.125"	\$400
1/4-page	3.375" x 4.75"	\$700
1/2-page horizontal	6.5" x 4.75"	\$1,000
1/2-page vertical	3.375" x 9"	\$1,000

Color Rates

Three-color/four-color	\$400
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Online Opportunities

www.o-wm.com All prices are net.

Online rate	30 days	\$400
	90 days	\$1,000
	365 days	\$3,500

Includes service fee, email-contact link, and text hyperlink. Limited to 200 words.

Online/journal rate \$250

Online net rate is \$250 when added to the purchase of a journal classified ad.

Banner Advertising

Tile Advertising

OWM home page	\$1,500	OWM home page	\$900
Classified page	\$650	Classified page	\$300

Note: HMP Communications online services require at least 5 business days' lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

2018 Closing Dates

Issue	Ad Close	Materials Due
January	Dec. 20	Dec. 28
February	Jan. 16	Jan. 24
March	Feb. 13	Feb. 20
April	March 15	March 23
May	April 12	April 20
June	May 24	June 1
July	June 13	June 21
August	July 12	July 20
September	Aug. 16	Aug. 24
October	Sept. 17	Sept. 25
November	Oct. 16	Oct. 24
December	Nov. 19	Nov. 26