

Description

Today's Wound Clinic (TWC) provides practical, timely insight into clinical and operational issues inherent to the success of an outpatient wound center. Program directors, medical directors, and clinical managers will benefit from the interactive nature of feature articles and regular departments that address medical and practice management options and perspectives affecting fiscal and, most importantly, patient outcomes of wound clinics. Articles from knowledgeable, experienced practitioners are invited and will be subject to editorial-board review.

Issuance

Frequency: 12 times per year

Market Coverage

TWC is the only wound care journal dedicated to covering wound care in a clinic setting.

Bonus Distribution

April:	Symposium on Advanced Wound Care Spring and Wound Healing Society Meeting (SAWC Spring/ WHS); Wound Clinic Business (WCB)
May:	WCB; Wound, Ostomy, Continence Nurse Meeting (WOCN); WCB
June:	American Podiatric Medical Association (APMA)
July:	Amputation Prevention Symposium
August:	WCB
September:	WCB
October:	SAWC Fall

Continuity Discounts

Discounts available 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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Healthcare
made
practical

70 E. Swedesford Road, Suite 100
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2018 Circulation

Guaranteed circulation 3,000

TWC recipients include program directors, medical directors, and clinical directors of wound care centers and facilities.

Program Directors	1,138
Medical Directors	1,300
Clinical Managers	650
Other	162
Total	3,250

Column Sizes, Specs and Net Rates

1/8-page	3.375" x 2.125"	\$150
1/4-page	3.25" x 4.75	\$250
1/2-page horizontal	6.5" x 4.5"	\$425
1/2-page vertical	3.25" x 9"	\$425

Color Rates

Three-color/four-color \$400

Online Opportunities

www.todayswoundclinic.com		All prices are net.
	30 days	\$400
Online rate	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

TWC home page	\$1,500	TWC 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	Mailing
January	Dec. 18	Dec. 22	Jan. 15
February	Jan. 17	Jan. 24	Feb. 12
March	Feb. 14	Feb. 21	March 12
April	March 21	March 28	April 16
May	April 8	April 25	May 14
June	May 16	May 23	June 11
July	June 19	June 26	July 16
August	July 18	July 25	Aug. 13
September	Aug. 14	Aug. 21	Sept. 10
October	Sept. 18	Sept. 25	Oct. 15
November	Oct. 17	Oct. 24	Nov. 12
December	Nov. 14	Nov. 21	Dec. 10