

Description

WOUNDS is the mostly widely read peer-reviewed journal focusing on wound research and care.

Issuance

Frequency: 12 times per year

Organizational Affiliation

Association for the Advancement of Wound Care (AAWC)

Market Coverage

WOUNDS is the only wound care journal dedicated to the physician market. The market served is multidisciplinary and broad based, and comprises general surgeons, vascular surgeons, orthopedic surgeons, plastic surgeons, dermatologists, geriatric/internal medicine physicians, infectious disease physicians, podiatrists, clinical nurses, and researchers in industry or academia (PhDs).

Bonus Distribution

January:	New York State Podiatric Medical Association
February:	American College of Foot and Ankle Surgeons (ACFAS)
April:	Midwest Podiatry Conference; Symposium on Advanced Wound Care Spring and Wound Healing Society Meeting (SAWC Spring/WHS)
May:	Wound Ostomy and Continence Nurses Society (WOCN) Annual Conference
June:	Western Foot & Ankle Conference; American Podiatric Medical Association (APMA) Annual Meeting
July:	Amputation Prevention Symposium
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

Certified Wound Specialists (CWS)	2,255
Dermatologists	1,045
General Surgeons	4,630
Geriatric/Internal Medicine	1,015
Infectious Disease Physicians	1,235
Orthopedic Surgeons	580
PhDs/Research	203
Physical Medicine & Rehab	1,220
Plastic Surgeons	2,630
Podiatrists	3,612
Primary Care Physicians	2,032
Vascular Surgeons	246
Total	22,918

Column Sizes, Specs and Net Rates

1/8-page	3.375" x 2.125"	\$700
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.

	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

WOUNDS home page	\$1,500	WOUNDS 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. 21	Dec. 28
February	Jan. 16	Jan. 23
March	Feb. 13	Feb. 20
April	March 13	March 20
May	April 10	April 17
June	May 15	May 22
July	June 15	June 22
August	July 12	July 19
September	Aug. 13	Aug. 20
October	Sept. 10	Sept. 17
November	Oct. 16	Oct. 23
December	Nov. 13	Nov. 20