

Description

Wound Management & Prevention (WM&P) addresses the overlapping fields of ostomy care, wound care, continence care, and related skin and nutritional issues.

Circulation 21,807

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

WM&P 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, WM&P has played a key role in broadening and defining this multidisciplinary market.

Special Issues

February:	Pressure ulcer/injury
April:	Wound care
June:	WOC nursing
July:	Innovations in products and care
September:	Wound care
October:	Wound care
December:	Incontinence

Bonus Distribution

April:	Symposium on Advanced Wound Care Spring and Wound Healing Society Meeting (SAWC Spring/WHS)
June:	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

Jeremy Bowden
SVP/Group Publisher
(610) 560-4154
jbowden@hmpglobal.com



70 E. Swedesford Road, Suite 100
Malvern, PA 19355

2019 Circulation

Advanced Practice Nursing/Therapy Titles	
Clinical Nurse Specialist	1,026
Critical Care Nurse	1,017
Discharge Planner/Case Manager	1,503
CWOCN/ET Nurse	4,005
Home Care DON	1,777
Home Care Field Nurse	805
Infection Control	1,627
Inservice Educator	515
Long-term Care DON	2,015
Med-Surgery Nurse	1,121
Nurse Practitioner	3,432
Physical Therapist	951
Physician Assistant	618
Subtotal	20,412
Physician Titles	
Medical Director and Podiatrist	1,395
Grand Total	21,807

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

Online Opportunities

www.woundmanageprevent.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	
OWM home page	\$2,600	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.

2019 Closing Dates

Issue	Ad Close	Materials Due
January	Dec. 6	Dec. 13
February	Jan. 14	Jan. 21
March	Feb. 11	Feb. 18
April	March 13	March 19
May	April 10	April 17
June	May 15	May 22
July	June 12	June 18
August	July 12	July 19
September	Aug. 8	Aug. 15
October	Sept. 9	Sept. 16
November	Oct. 14	Oct. 21
December	Nov. 13	Nov. 19