

NEPHROLOGY

NEWS & ISSUES®

Balancing Economics & Quality in Renal Care

2018 MEDIA KIT

Nephrology News & Issues® covers the business and practice of quality kidney care.

nephrologynews.com

Advertising Office: SLACK Incorporated

Matt Dechen
Group Sales Director
mdechen@healio.com, ext. 200

Tracy Murray
Senior Account Manager
tmurray@nephrologynews.com
609-658-6115

Send Product insertion orders and ad materials to:

Joyce Seville
Advertising Sales Administrator
jseville@healio.com, ext. 475

6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Contact Sales Administrator

SLACK[®]
INCORPORATED
A Wyanoke Group Company

Audience Overview

Getting your message delivered to the entire renal team — those who provide medical care for patients every day, operate the dialysis clinic, write prescriptions and manage physician practices — can be done in multiple ways. You'll receive maximum exposure when you partner with *Nephrology News & Issues*® because we maintain a print circulation of 26,500, which includes all nephrologists who are members of the American Medical Association (AMA) and all members of the National Kidney Foundation. On the web, *NN&I's* exclusive online content and newsletters bring the audience you want to reach to the website every day.



26,500

Journal Subscribers



86,300+

Avg Monthly Pageviews



43,400+

Unique Users



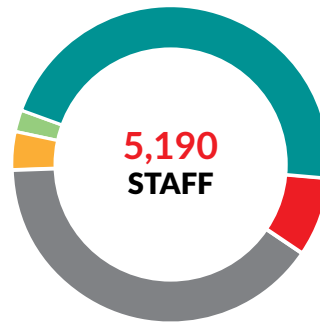
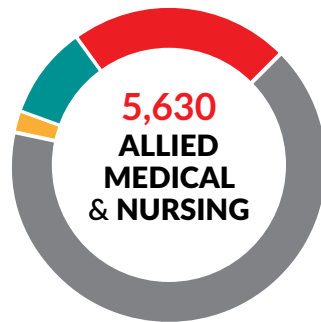
20,400+

eNews Subscribers



13,400+

Social Audience



**26.5K
TOTAL
CIRCULATION**

Nephrologists: 11,488
Transplant Surgeon: 23
Vascular Surgeon: 24
Internist: 64
Other Physician: 45

Physician Assistant: 535
Nurse Practitioner: 1,264
Nephrology Nurse: 3,705
Other Nurse: 126

Dietitian: 2,388
Technician: 431
Social Worker: 2,079
Transplant Coordinator: 180
Other Staff: 112

**3,781
ADMINISTRATIVE**
**255
OTHER**



Looking for a copy of our audited Brand Report?



[Click to view full circulation info](#)

SOURCES: December 2016 BPA Statement; Google Analytics | Other Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry
Administrative Titles Included: Administrator, President, Vice President, CEO/CFO/COO, Medical Director, Facility Board/Owner, Transplant Administrator, Nurse Manager, Network Director, Chief Technician, Manager/Supervisor, Laboratory Director and Other Administrators.

2018 Calendar & Bonus Distribution

Editorial calendar subject to change.

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	11/27/2017	12/1/2017	Policy and Politics: The Year Ahead		
February	12/29/2017	1/5/2018	Alternative Therapies		Annual Dialysis Conference, March 3-6
March	1/26/2018	2/2/2018	Physician Practice Issues Issues for the Biomed Technician		Renal Physicians Association, March 16-18
April	2/26/2018	3/5/2018	New Approaches for the Multidisciplinary Team Compensation for Nurses in Renal Care: A National Survey	Annual Dialysis Conference March 3-6, Orlando, Florida	NKF Spring Clinicals April 10-14
May	3/26/2018	4/2/2018	Integrated Care Models	Renal Physicians Association Annual Meeting March 16-18 ,Orlando, Florida National Association of Nephrology Technicians/Technologists Annual Meeting March 20-23, Las Vegas, Nevada	
June	4/27/2018	5/4/2018	The Busiest Transplant Centers in the US	National Kidney Foundation Spring Clinicals April 10-14, Austin, Texas Amer. Neph Nurses Association April 15-18	
Buyers Guide	5/2/2018	5/23/2018	Annual Renal Resource and Buyer's Guide (Polybags with July Issue)		
July	5/22/2018	5/29/2018	The Dialysis Provider Landscape (24th Annual Survey)	NRAA Spring Meeting May 2018, Washington, D.C.	
August	6/25/2018	7/2/2018	Improving Vascular Access Outcomes		
September	7/27/2018	8/3/2018	Nephrology Research		
October	8/27/2018	9/3/2018	Clinic Management Physician Workforce Issues		National Renal Administrators Association October 17-20 American Society of Nephrology/ Kidney Week October 23-28
Guide To Kidney Week	8/31/2018	9/7/2018	The Nephrologists Guide to Kidney Week		
November	9/28/2018	10/5/2018	Pharma Update		
December	10/26/2018	11/2/2018	Advances in Kidney care Technology	National Renal Administrators Association National Meeting October 17-20, Boston, Massachusetts Southwest Nephrology Conference October 2018, Phoenix, Arizona American Society of Nephrology/Kidney Week October 23-26, San Diego, California	

Two out of three readers have been reading *Nephrology News & Issues* for 4+ years.

- Source: 2016 NNI Reader Survey

2018 Advertising Rates & Specs

PRINT ADVERTISING RATES

BLACK & WHITE.....	1X	3X	6X	9X
FULL PAGE.....	\$3,905	\$3,800	\$3,485.....	\$3,055
½ PAGE ISLAND	\$2,770	\$2,688	\$2,479.....	\$2,170
½ PAGE.....	\$2,575	\$2,505	\$2,305.....	\$2,020
¼ PAGE	\$1,525	\$1,480	\$1,360.....	\$1,205
	24X	36X	48X	60X
FULL PAGE ONLY	\$2,965	\$2,865	\$2,785.....	\$2,690

COLOR RATES.....

STANDARD COLOR.....	+ \$590
MATCHED COLOR.....	+ \$700
4C (½ Page or Larger)	+ \$1,625
4C (Smaller than ½ Page).....	+ \$815
5C	+ \$2,410
METALLIC COLOR.....	+ \$1,110








PREMIUM POSITIONS.....

COVER 4	+ 25%
COVER 3	+ 15%
COVER 2	+ 25%
CENTER SPREAD	+ 20%
OPPOSITE TOC.....	+ 20%
OTHER GUARANTEED POSITIONS	+ 10%

INSERTS

2-PAGE.....	2.5x earned rate	4-PAGE.....	2.5x earned rate
OTHER.....	Call for Quote		

[Click to view print advertising terms and conditions](#)

Print Advertising Specs	Width	Height	Width	Height	Width	Height
	(Live)		(Trim)*		(Bleed)	
 2 Page Spread	14.75	9.875	15.75	10.875	16	11.125
 Full Page	6.875	9.875	7.875	10.875	8.125	11.125
 ½ Horizontal Spread	14.75	4.8125	15.75	5.3125	16	5.5625
 ½ Horizontal	6.875	4.8125	*All ads at trim size require a .125" bleed on all four sides. All dimensions are in inches.			
 ½ Vertical	3.3125	9.875				
 ½ Island	4.5	7.3125				
 ¼ Vertical	3.3125	4.8125				