

OVERVIEW OF PRINT MEDIA
OPPORTUNITIES FOR 2011

Longwoods.com

*Best practices, policy and innovations in the administration of healthcare.
For administrators, academics, insurers, nurses, policy pundits and suppliers.*

Editorial Schedule

Healthcare Quarterly

Best practices, policy and innovations in the administration of healthcare. For administrators, academics, insurers, suppliers and policy pundits. Includes peer-reviewed research papers. Edited by Dr. Peggy Leatt, University of North Carolina, Chapel Hill.

Issue	Editorial Submission	Artwork Submission	Distribution
14.2	5-Jan-11	12-Jan-11	02-Mar-11
14.3	14-Mar-11	21-Mar-11	09-May-11
14.4	17-May-11	24-May-11	12-Jul-11
15.1	20-Jul-11	27-Jul-11	14-Sep-11

ElectronicHealthcare

Best practices, policy and innovations exploring e-models, e-practices, and e-products for e-health. For administrators, academics, insurers, suppliers and policy pundits. Edited by Dr. Michael Guerriere, University of Toronto, Toronto and Denis Protti, University of Victoria, Victoria.

Issue	Editorial Submission	Artwork Submission	Distribution
19.4	1-Dec-10	2-Feb-11	23-Feb-11
10.1	3-Feb-11	7-Apr-11	28-Apr-11
10.2	8-Apr-11	10-Jun-11	1-Jul-11
10.3	11-Jun-11	13-Aug-11	3-Sep-11

Canadian Journal of Nursing Leadership

Politics, policy, theory and innovations that contribute to leadership in nursing administration, practice, teaching and research. Peer reviewed. Edited by Lynn M. Nagle, RN, PhD, University of Toronto, Toronto.

Issue	Editorial Submission	Artwork Submission	Distribution
24.1	8-Dec-10	26-Jan-11	2-Mar-11
24.2	2-Mar-11	20-Apr-11	25-May-11
24.3	25-May-11	13-Jul-11	17-Aug-11
24.4	15-Sep-11	3-Nov-11	8-Dec-11

Every effort is made to provide information on features in Longwoods journals; due the nature of the healthcare industry, we focus on publishing articles that are leading edge and valued by our readership.

All dates and content of the journals are subject to change at the discretion of the editorial team or publisher without notice.

Print

Subscription Circulation

Average qualified issues 5,250 (per issue)

Bonus Circulation

Longwoods events 1,500 (annually)

HealthAchieve 8,000 (annually)

Conferences, meetings, education sessions and other events 2,500 (annually)

Job Titles (avg. salary in Ontario: \$156,000)

President	Chief nursing officer
Chief information officer	Chief executive officer
Chief of medicine	Chief operating officer
VP, human resources	VP, finance and administration
Assistant deputy minister	Chief of pediatrics
VP, information	Chairman of the board
VP, nursing	Director, nursing
Executive director	Director, food services
VP, medical administration	Deputy minister
VP, patient care	VP, services
Senior manager	Director, laboratory services
Vice-president	Director, radiology
Director, pharmacy	Director, diagnostics
Director, finance	Executive director
VP, facilities	VP, professional services

Geographical Distribution

Canada	74%
United States	17%
International	9%

Rates

All prices are quoted in four colour and gross.

Advertisements will appear in three journals: Healthcare Quarterly, Canadian Journal of Nursing Leadership and Healthcare Papers.

	1x	4x
1 page	\$5,000	\$4,000
1/2 page	\$3,000	\$2,500
1/4 page	\$1,900	\$1,500
Opposite Table of Contents	\$6,000	\$5,000
Inside cover	\$6,000	\$5,000
Back cover	\$7,000	\$6,500

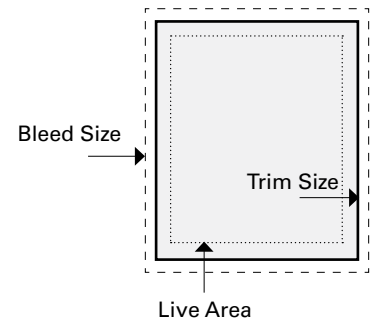
Ad Sizes

Healthcare Quarterly/ElectronicHealthcare

Unit	Trim Size	Bleed Size	Live Area
1 page	8.125" x 10.875"	8.375" x 11.125"	7" x 9.875"
1/2 page (horizontal)	8.125" x 5.3125"	8.375" x 5.5625"	7" x 4.8125"
1/2 page (vertical)	4" x 10.875"	4.25" x 11.125"	3.5" x 9.875"
1/4 page (corner)	4" x 5.3125"	4.25" x 5.5625"	3.5" x 4.8125"

Canadian Journal of Nursing Leadership

Unit	Trim Size	Bleed Size	Live Area
1 page	7.25" x 9.75"	7.5" x 10"	6.25" x 8.75"
1/2 page (horizontal)	7.25" x 4.8125"	7.5" x 5"	6.25" x 4.295"
1/2 page (vertical)	3.5625" x 9.75"	3.6875" x 10"	3.0625" x 8.75"
1/4 page (corner)	3.5625" x 4.8125"	3.6875" x 5"	3.0625" x 4.295"



Mechanical and Production Specifications

Supplied Materials

Longwoods Publishing uses InDesign CS4 to produce its journals. They are exported as press-ready PDF files for printing.

We accept the following formats:

- Adobe Illustrator CS4: .ai file with outlined fonts and embedded images
- Adobe Photoshop CS4: Flatten.psd file with at least 300 dpi
- InDesign CS4 with all graphics and fonts attached
- High-resolution CMYK or greyscale PDF files (press optimized or PDF-X1a)

Please note:

- PDFs made from Illustrator must have fonts outlined.
- Include crop marks with an offset of 0.125". Size and crop images as close to final size as possible. All important live matter must be a minimum 0.25" inside the final trim.
- Images must be CMYK or greyscale – minimum 300 dpi resolution.
- We do not accept Pagemaker, Corel, Word files or Quark 5.0+.
- Files can be e-mailed, uploaded to the Longwoods FTP site or supplied on Macintosh formatted CD with MAC standard proof.

Contact Information

Associate Publisher Matthew Hart
Phone 416-864-9667 ext. 113
Email mhart@longwoods.com

Website www.longwoods.com
Mailing address 260 Adelaide Street East, No. 8
Toronto, ON M5A 1N1
Studio address 54 Berkeley Street, Suite 305
Toronto, ON M5A 2W4

