

The Leading Peer-Reviewed Journal for the Primary Care Nursing Team

PracticeNurse

Features 2018

The best-read journal for nurses in general practice

Practice Nurse enters its 30th anniversary year as the most widely read journal for general practice nurses. The latest readership survey (PNRS 2017) puts us streets ahead of the other practice nursing titles.

We have been around since the start of practice nursing, and continue to go from strength to strength.

We have the highest average issue readership of all the journals aimed at general practice nurses, and more practice nurses read all or most issues of Practice Nurse than any other practice nursing title.

We also have the highest average online readership and the best brand reach in terms of average print or digital readership or website use and over the past 4 weeks.

The stats

- Print readership in the past 12 months (ever read) – 75%
- Average issue readership (print) – 41%
- Print readership, all or most issues – 30%
- Digital readership (average issue readership) – 12%

- Brand reach: Print or digital average issue readership – 47%

- Brand reach: Print or digital or web use in past 4 weeks – 50%

Practice Nurse reaches 44% of senior practice nurses each month (AIR), 40% of our average issue readers are responsible for running clinics and 34% are nurse prescribers. More than half of our readers (51%) run cardiology (e.g. hypertension) clinics, 45% of our readers run diabetes clinics, and 43% and 44% run asthma and COPD clinics, respectively.

More Practice Nurse readers have special interests in a wider range of clinical areas than any other journal readers: between 39% and 54% are involved in everything from asthma to vaccinations, and our content reflects this breadth of interest.

It all goes to show, if your clients want to be sure of reaching the general practice nurses who count, Practice Nurse should be on your schedules every month!

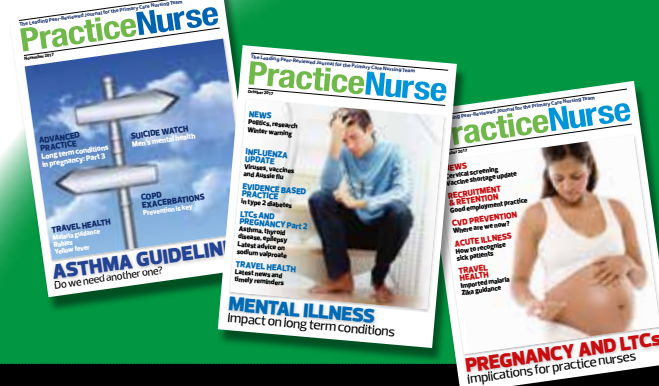
Ongoing series

Our regular series – Essentials, Prescribing Nurse, Clinical updates, Advanced Practice – cover everything that the general practice nurse can expect to encounter in practice, with particular emphasis on long term conditions – diabetes, asthma and COPD. Accompanying CPD modules support general practice nurses with annual appraisal and preparation for revalidation.

New for 2018

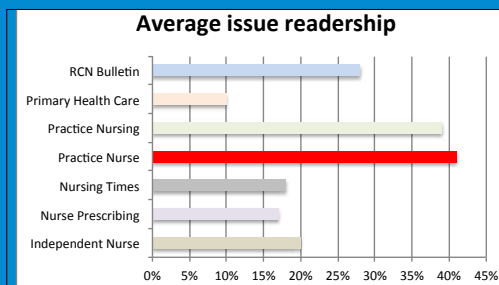
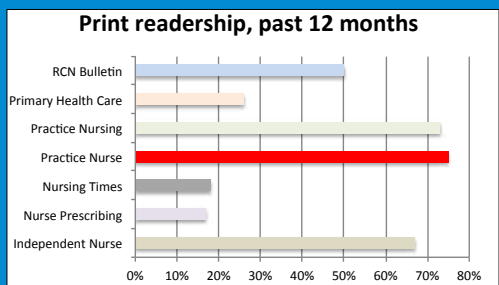
'Practice Nurse guides to...' common and less common conditions presenting in general practice, to equip nurses involved in minor illness clinics and triage, and to help the new members of the team – nurse associates and apprentices – get up to speed

Guidelines in a nutshell – summaries of national and international guidelines to help general practice nurses keep up to date in key clinical areas. We pride ourselves on getting our guideline summaries online within days of publication of the guideline.



Features for 2018

January	Special feature 30 years of Practice Nurse
	Prescribing nurse Diabetes – Earlier intensification of treatment
	Advanced practice Interstitial lung disease
February	Clinical update Cervical screening
	Travel
	Essentials Back to basics – Immunisations
March	Prescribing nurse Diabetes - latest guidance
	Advanced practice Ideopathic pulmonary fibrosis
	Clinical update Gout
April	Travel
	Essentials Health promotion
	Prescribing nurse Drug interactions
April	Advanced practice Fibromyalgia
	Clinical update Asthma-COPD overlap
	Travel
April	Essentials RCN, NMC and what they do
	Prescribing nurse Prescribing lipid lowering drugs
	Advanced practice Haematological disorders
April	Clinical update Management of joint pain in primary care
	Travel



PracticeNurse

Features 2018 continued

May	Essentials Revalidation update
	Prescribing nurse Polypharmacy
	Advanced practice Bronchiectasis
	Clinical update Skin conditions in pictures
	Travel
June	Essentials Career development
	Prescribing nurse Diabetes - can it be reversed?
	Advanced practice Heart failure
	Clinical update Asthma
	Travel
July	Essentials Annual reviews in LTCs
	Prescribing nurse Diabetes - newer insulins
	Advanced practice Eating disorders
	Clinical update Management of chronic wounds
	Travel
August	Essentials Childhood immunisations
	Prescribing nurse Obesity, GLP1s and SGLT2s
	Advanced practice Learning disability
	Clinical update Contraception
	Travel

September	Essentials Adult immunisations
	Prescribing nurse Prescribing in chronic kidney disease
	Advanced practice Cardiac arrhythmias
	Clinical update COPD
	Travel
October	Essentials Back to basics - Smoking
	Prescribing nurse Multimorbidity
	Advanced practice Epilepsy
	Clinical update Flu
	Travel
November	Essentials Sharps injuries
	Prescribing nurse Men's health
	Advanced practice Multiple sclerosis
	Clinical update Shingles
	Travel
December	Essentials Minor illness
	Prescribing nurse Triple therapy in asthma
	Advanced practice Concordance & adherence
	Clinical update Tropical diseases
	Travel

SCREENING



MENTAL HEALTH



WOUND MANAGEMENT



TRAVEL HEALTH



FAMILY PLANNING & SEXUAL HEALTH



FEMALE HEALTH



HEALTH PROMOTION



IMMUNISATION



Editorial schedule – 2018

Volume Number	Issue Date	Booking deadline	Advertising copy/inserts	Press date
48/1	Friday, 19 January	Monday, 8 January	Thursday, 11 January	Friday, 12 January
48/2	Friday, 16 February	Monday, 5 February	Thursday, 8 February	Friday, 9 February
48/3	Friday, 16 March	Monday, 26 February	Thursday, 8 March	Friday, 9 March
48/4	Friday, 13 April	Monday, 2 April	Thursday, 5 April	Friday, 6 April
48/5	Friday, 18 May	Monday, 7 May	Thursday, 10 May	Friday, 11 May
48/6	Friday, 15 June	Monday, 4 June	Thursday, 7 June	Friday, 8 June
48/7	Friday, 13 July	Monday, 2 July	Thursday, 5 July	Friday, 6 July
48/8	Friday, 17 August	Monday, 6 August	Thursday, 9 August	Friday, 10 August
48/9	Friday, 14 September	Monday, 3 September	Thursday, 6 September	Friday, 7 September
48/10	Friday, 12 October	Monday, 1 October	Thursday, 4 October	Friday, 5 October
48/11	Friday, 16 November	Monday, 5 November	Thursday, 8 November	Friday, 9 November
48/12	Friday, 14 December	Monday, 3 December	Thursday, 6 December	Friday, 7 December

Practice Nurse – Display advert dimensions

Sizes & Dimensions			
	Type Area (Depth x Width)	Trim Size (Depth x Width)	Bleed Size (Depth x Width)
Whole Page	D 260mm x W 190mm	D 280mm x W 210mm	D 286mm x W 216mm
Double Page Spread	D 260mm x W 400mm	D 280mm x W 420mm	D 286mm x W 426mm
2/3 Double Page Spread	D 176mm x W 400mm	D 186mm x W 420mm	D 192mm x W 426mm
1/2 Double Page Spread	D 126mm x W 400mm	D 136mm x W 420mm	D 142mm x W 426mm
1/3 Double Page Spread	D 80mm x W 400mm	D 90mm x W 420mm	D 96mm x W 426mm
2/3 Page Vertical	D 246mm x W 125mm	D 280mm x W 132mm	D 258mm x W 138mm
2/3 Page Horizontal	D 160mm x W 190mm	D 186mm x W 210mm	D 192mm x W 216mm
1/2 Page Vertical	D 258mm x W 90mm	D 280mm x W 100mm	D 286mm x W 106mm
1/2 Page Horizontal	D 126mm x W 190mm	D 140mm x W 210mm	D 146mm x W 216mm
1/3 Page Horizontal	D 80mm x W 190mm		
1/3 Page Vertical (PI column)	D 260mm x W 58mm		
Mini Page	D 175mm x W 125mm		
1/4 Page Vertical	D 126mm x W 90mm		
1/4 Page Horizontal	D 60mm x W 190mm		

ADVERTISING ENQUIRIES

Ian Heslop
 Publisher & Director Medical Education Solutions Ltd
 07799 848797/01483 202162
 ianheslop1@gmail.com

Artwork specifications

All artwork to be supplied in PDF version. We recommend the use of Pass4Press standards (<http://www.pass4press.com/>) for PDF developed by the Periodical Publishers Association.

We require a high-resolution, full-size, customer approved colour proof generated from the digital file submitted suitable for matching on press. If no colour proof is supplied the publisher cannot duplicate the advertisement as requested and therefore cannot take responsibility for any printing inaccuracies. All advertisements MUST be accompanied by a CI with all relevant information (issue date, advert size, and advert name).

Please ensure the artwork is identical in size to the required printed version. All fonts must be embedded. All colour images must be CMYK (no RGB or indexed colours), 300dpi (or more). All black and white images should be grayscale, 300dpi (or more). Supply crop marks on all artwork. There should be a 10 mm live matter

clearance on all ads. PDF should not be tagged for colour management (ICC colours). No OPI. All transparencies in files must be flattened prior to PDF creation. Please supply any spread advert as 2 single page PDF files.

Supplying artwork

Advertising artwork should be sent directly to our designers at: davieos@gmail.com. Tel: 07806 808839. Files MUST NOT contain spaces or brackets in the file name. Please ensure that a high-resolution proof of supplied artwork is sent directly to production.

Useful information

Printing Process: Offset Litho (Sheet Fed) Saddle Stitched
Copy: 10 Days Preceding Publication date
Cancellation: In writing 4 weeks prior to publication

Online advertising specifications

Style	Size	Flash weight
Banner	428 x 60	30KB
Leaderboard	728 x 90	30KB
MPU	300 x 250	35KB
Skyscraper	160 x 600	30KB

Measurements in pixels.

Pop up ads and expandables available on request, but MUST include user controls to avoid marring the user's experience on our website