

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

PracticeNurse



Features 2023

The best-read journal for nurses in general practice

Practice Nurse is the most widely read journal for general practice nurses. We have been around since the start of general practice nursing and continue to go from strength to strength.

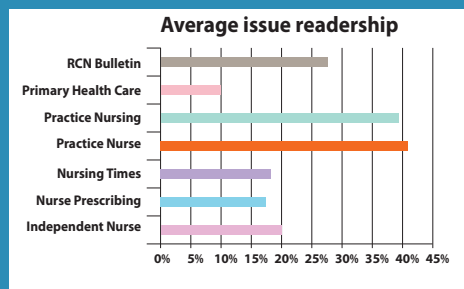
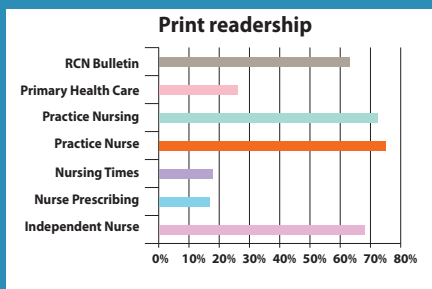
As more and more of our readers switch to online use, this year we are redeveloping the journal website and making it easier for both casual and regular readers to access content online. While we will be reducing the number of issues in print, we will be increasing our online offering, with new feature articles and CPD modules added on a more frequent basis.

We will be expanding our eLearning section and most articles will include a 'Test Yourself' option to help our time-poor readers fulfil their CPD needs at a time and place that suits them.

Our content will continue to cover everything that the general practice nurse can expect to encounter in practice, with particular emphasis on long term conditions – diabetes, asthma and COPD, and heart disease. Prescribing and Advanced Practice articles will be refreshed to meet CPD objectives. And our Guidelines in a Nutshell series will continue to provide summaries of national and international guidelines to help general practice nurses keep up to date in key clinical areas.

Features for 2023	
February	Essentials Safer surgeries (DOTW)
	Prescribing nurse Travel Clinic - Part 2
	Advanced practice Red eyes
	Clinical update COPD
	CPD module Red eyes
April	Essentials Vaccination update
	Prescribing nurse Asthma: greener inhalers
	Advanced practice Safeguarding: child sexual exploitation
	CPD module Vaccinations
	CPD module Safeguarding
June	Prescribing nurse Migraine
	Advanced practice Preventing diabetes
	Clinical update Stroke
	Travel
	CPD module Diabetes prevention
August	Essentials Flu update
	Prescribing nurse Osteoporosis
	Advanced practice Multiple sclerosis for practice nurses
	Travel
	CPD module Flu vaccinations
October	Prescribing nurse Asthma (GINA update)*//Reducing prescribing
	Advanced practice Motivational interviewing
	Clinical update Epilepsies in children
	Travel
	CPD module Motivational interviewing
December	Prescribing nurse Diabetes - ADA/EASD update
	Advanced practice Eating disorders
	Clinical update COPD (GOLD update)
	CPD module Eating disorders
	CPD module Diabetes

*Subject to change, depending on date of publication of guidelines



Editorial schedule – 2023

Volume No	Issue Date	Booking deadline	Editorial deadline	Advertising copy date	Insert date	Press date
53/1	Friday, 17 February 2023	Monday, 6 February 2023	Tuesday, 7 February 2023	Thursday, 9 February 2023	Thursday, 9 February 2023	Friday, 10 February 2023
53/2	Friday, 21 April 2023	Monday, 10 April 2023	Tuesday, 11 April 2023	Thursday, 13 April 2023	Thursday, 13 April 2023	Friday, 14 April 2023
53/3	Friday, 23 June 2023	Monday, 12 June 2023	Tuesday, 13 June 2023	Thursday, 15 June 2023	Thursday, 15 June 2023	Friday, 16 June 2023
53/4	Friday, 25 August 2023	Monday, 14 August 2023	Tuesday, 15 August 2023	Thursday, 17 August 2023	Thursday, 17 August 2023	Friday, 18 August 2023
53/5	Friday, 20 October 2023	Monday, 9 October 2023	Tuesday, 10 October 2023	Thursday, 12 October 2023	Thursday, 12 October 2023	Friday, 13 October 2023
53/6	Friday, 1 December 2023	Monday, 20 November 2023	Tuesday, 21 November 2023	Thursday, 23 November 2023	Thursday, 23 November 2023	Friday, 24 November 2023

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		

Useful information

Printing Process:

Offset Litho (Sheet Fed) Saddle
Stitched

Copy: 10 days preceding
publication date

Cancellation: In writing

4 weeks prior to publication

Public holidays

Good Friday 7 April
Easter Monday 10 April
May bank holiday 1 May
Spring bank holiday 29 May
August bank holiday 28 August

Artwork specifications

All artwork to be supplied in PDF version. We recommend the use of Pass4Press standards (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 two single page PDF files.

Advertisement features

Any advertorial or advertisement feature MUST be clearly identified as such with the words ADVERTISEMENT FEATURE prominently displayed. Advertorials should be on a tinted background and avoid Practice Nurse styling to avoid any potential confusion with Practice Nurse editorial content.

Supplying artwork

Advertising artwork should be sent directly to our designers at:

davejvyeates@gmail.com

Tel: 07721 744888.

Files MUST NOT contain spaces or brackets in the file name.

Practice Nurse – Display advert 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		

**ALL files should be provided as separate page pdfs, including double page spreads