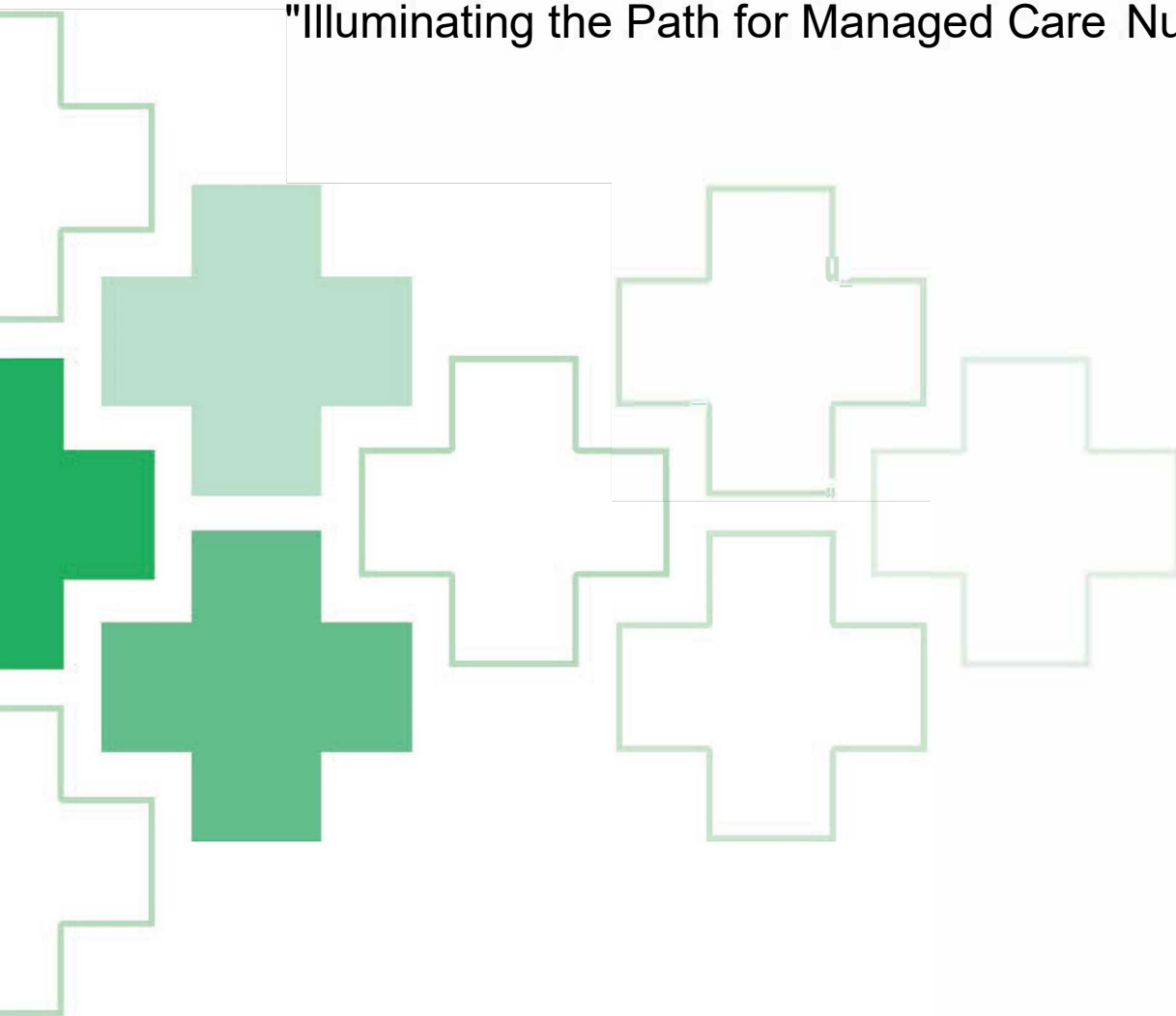


# **JOURNAL** **of MANAGED CARE NURSING**

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"Illuminating the Path for Managed Care Nurses"



## **2019 Media Kit**

## JMCN Answers the Needs of Readers and Advertisers

*Nurses not only play a vital role in the delivery and management of healthcare, but also in working to develop medical policy. Nurses working in Case Management, Utilization Management, and Quality Management turn to the Journal of Managed Care Nursing for solutions.*

Managed healthcare has forever changed the way nurses care for patients. Not just another form of medicine, managed care is the reality in today's medical practice. Designed to provide cost effective healthcare delivery, improve access to healthcare services, and improve patient outcomes, managed care has nonetheless created unique challenges. Nurses and other healthcare professionals are still learning the ropes of this dynamic change, with fresh challenges emerging daily. The *Journal of Managed Care Nursing (JMCN)* is an invaluable tool for tracking these new developments.

### **Editorial Mission**

*JMCN* takes a hard, judicious look at trends in managed care. *JMCN* aims to provide fact-driven research and guidance about issues that affect the delivery of managed care services and integrated patient care. Integrated patient care addresses disease management, demand management, and all services provided throughout the continuum of patient care. By tracking trends and providing insights, *JMCN* is the premier journal of peer-reviewed articles pertaining to the practice of managed care nursing.

### **Targeting Influential Readers**

*JMCN* narrowly targets nurses working in Case Management, Utilization Management, Quality Management, and Medical Policy in managed care organizations. **These nurses work directly with the medical directors as the decision makers in purchasing formulary and services**

### **and in monies spent on patients in healthcare.**

These decision-makers rely on *JMCN* to provide timely, documented practices and procedures in managed healthcare. This information is accessible exclusively to *JMCN* readers. Advertising in *JMCN* is the best method to broadcast your message to targeted, influential markets.

### **Editorial Prospectus**

Articles are written by fellow nurses or professionals who work closely with nurses and are reviewed by the authors' peers.

### **Advertising Contact**

If you are interested in advertising in the *Journal of Managed Care Nursing*, please contact:

Jackie Beilhart at 804-747-9698 or email [jbeilhart@aamcn.org](mailto:jbeilhart@aamcn.org)

#### **JMCN Management**

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**2019 Digital Journal Advertising Rate Information**  
(In US Dollars)

**Full Color Digital Advertising Rates**

	<b>Full page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/3 page</b>
1x.....	\$250.....	\$175.....	\$125.....	\$75

**Circulation**

*Members of the American Association of Managed Care Nurses including:*

➤ <b>Nurse Case Managers/Utilization Managers from Health Plans and Provider Systems .....</b>	<b>20,000</b>
<b>Total .....</b>	<b>20,000</b>

Cancellations: Cancellations must be in writing and received by the insertion order closing date.

Mechanical Requirements

**Publication size: 8 1/2" x 11"**

<b>Advertisement Size:</b>	<b>Width</b>	<b>Depth</b>
Full page(with bleed).....	8.5" .....	11"
Two-thirds (horizontal) .....	8.5" .....	7.33"
Half page (horizontal) .....	8.5" .....	5.5"
One-third (horizontal) .....	8.5" .....	3.66"

**SUBMISSION OPTIONS**

**Digital Ad Submissions:**

Email a high resolution PDF to [jbeilhart@aamcn.org](mailto:jbeilhart@aamcn.org) or contact Jackie Beilhart at 804-747-9698 with any questions.

# *Journal of Managed Care Nursing*

## **2019 Production Schedule**

### Volume 6, Number 1

Content & Advertising Due  
Publication Date

December 16, 2018  
January 16, 2019

### Volume 6, Number 2

Content & Advertising Due  
Publication Date

March 3, 2019  
April 10, 2019

### Volume 6, Number 3

Content & Advertising Due  
Publication Date

June 12, 2019  
July 24, 2019

### Volume 6, Number 4

Content & Advertising Due  
Publication Date

September 15, 2019  
October 17, 2019

### **Other Advertising Opportunities:**

*The Journal of Managed Care Nursing* is the official journal of the American Association of Managed Care Nurses. There are opportunities for advertising in several different mediums with AAMCN including website, Association eNews and digital advertising. Please contact Jackie Beilhart at [jbeilhart@aamcn.org](mailto:jbeilhart@aamcn.org) for more information.

# JOURNAL of MANAGED CARE NURSING

## Marketing Metrics

Our nurses hold positions in:



Case Management



Quality Management

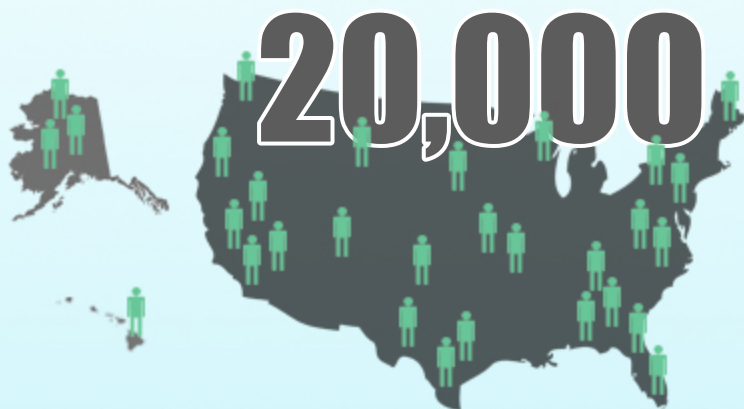


Utilization Management



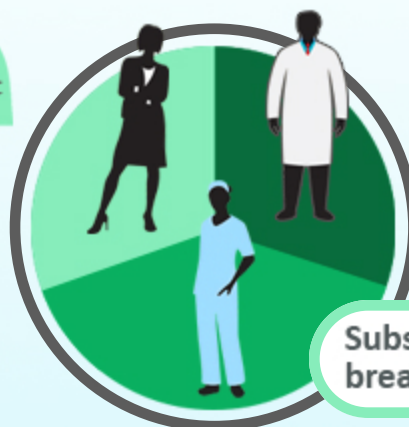
Medical Policy

The JMCN provides fact-driven research and guidance about issues that affect the delivery of managed care services and patient care.



The JMCN is sent to 20,000 nurses nationally.

30%  
Management



30%  
Dept. Director

Subscription  
breakdown

40%  
Staff Nurse



Our nurses work at:



Hospitals - Private Practices - Managed Care Orgs

Executive nurses work directly with medical directors as the decision makers for patient services & formulary decisions.

# AAMCN

American Association of Managed Care Nurses  
"Educating Nurses in all aspects of Managed Care!"

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