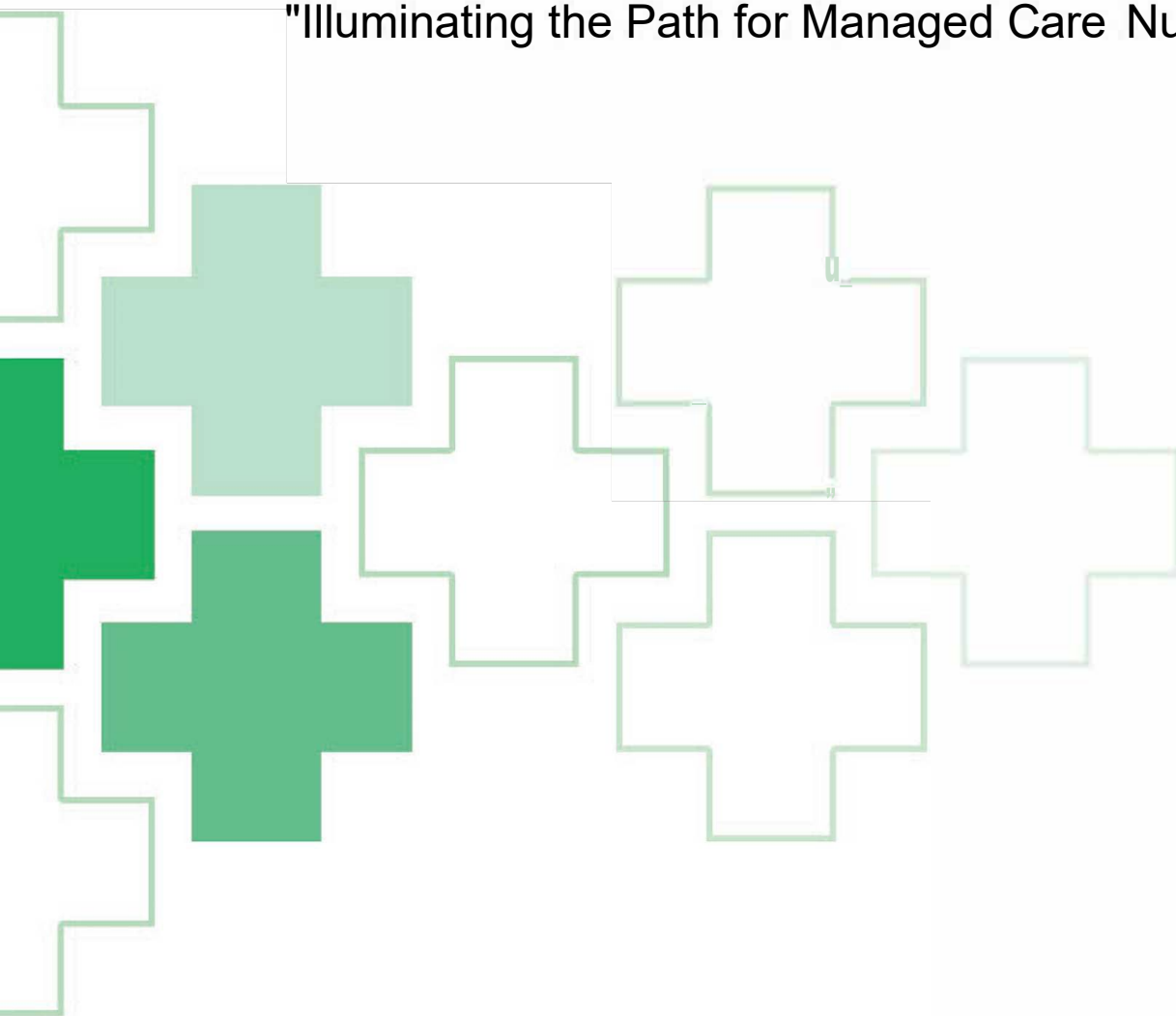


JOURNAL **of MANAGED CARE NURSING**

"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

JMCN Management

Jacqueline Cole, RN, MS,
CNOR, CPHQ, CMCN, CHC,
CHPC, FNAHQ, FAHM, FHIAS
Editor – in- Chief
jacqueaamcn@gmail.com

Jeremy Williams
Publisher
jwilliams@aamcn.org

Jackie Beilhart
Graphic Design,
Editor
jbeilhart@aamcn.org



2019 Digital Journal Advertising Rate Information
(In US Dollars)

Full Color Digital Advertising Rates

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

Circulation

Members of the American Association of Managed Care Nurses including:

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

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

Mechanical Requirements

Publication size: 8 1/2" x 11"

Advertisement Size:	Width	Depth
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 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 for more information.