

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:

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2016 Digital Journal Advertising Rate Information

(In U.S. 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 Res PDF to asnyder@aamcn.org or contact April Snyder at 804-747-9698 with any questions.

Journal of Managed Care Nursing

2016 Production Schedule

Volume 3, Number 1

Content Due	December 8, 2015
Advertising Close & Due	January 7, 2016
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Volume 3, Number 2

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Advertising Close & Due	March 21, 2016
Publication Date	April 6, 2016

Volume 3, Number 3

Content Due	May 20, 2016
Advertising Close & Due	June 17, 2016
Publication Date	July 20, 2016

Volume 3, Number 4

Content Due	August 25, 2016
Advertising Close & Due	September 16, 2016
Publication Date	October 18, 2016

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 us for more information.