

The Alaska Nurse



MEDIA KIT 2023

Trying to reach one of Alaska's most desirable markets?

Here's
YOUR
chance!



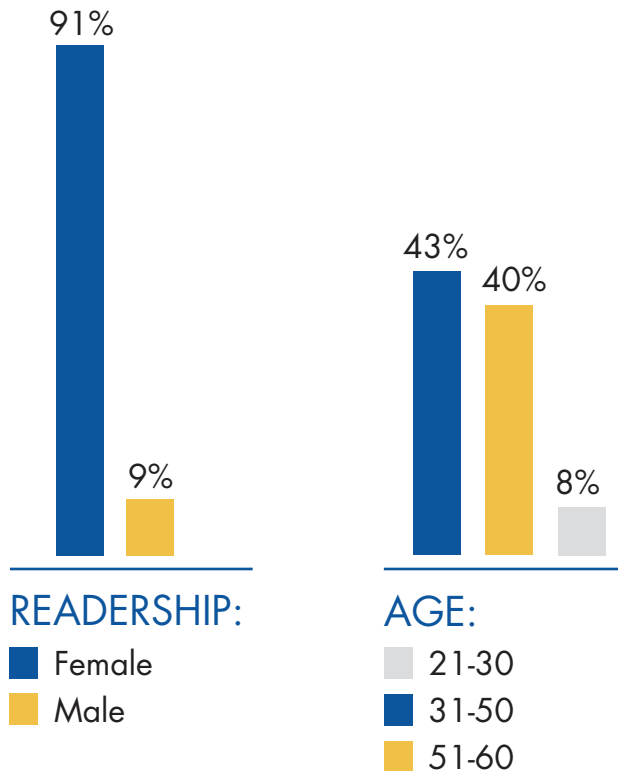
Nurses are important, influential healthcare providers – are you talking to them? If you are interested in reaching the most active, dynamic and diverse community of nurses throughout the state, consider The Alaska Nurse, the official magazine of the Alaska Nurses Association.

As a timely and trusted source on nursing and healthcare information, The Alaska Nurse informs and educates nurses and policymakers on important nursing issues, healthcare advancements, roles in nursing, advocacy needs, and more.

Published 4 times a year, The Alaska Nurse reaches RNs, LPNs and APRNs across the state of Alaska, as well as legislators and others interested in health policy, trends and delivery. Total circulation per issue: 1,400.

A variety of advertising options are available for organizations large and small to suit any budget. Contact us at 907-868-9050 or info@AlaskaLifePublishing.com.

DEMOGRAPHIC PROFILE



AVERAGE EARNINGS:

\$72,000 annually

EMPLOYMENT:

75% work full time
(35+ hrs a week)

The purchasing power of women

85%
of all consumer purchases are made by women

80%
of healthcare decisions are made by women

93%
of food purchases are made by women

92%
of vacations are purchased by women

50%
of products typically marketed to men are purchased by women

66%
of PCs are purchased by women

75%
of women identify themselves as the primary household shopper

68%
of new car purchase decisions are made by women

Sources: Forbes, Fona International

SPRING

Focus On *Policy & Our Profession*

- Doing Harm: Consequences of Unsafe Staffing
- The Role of Collective Bargaining in Nursing
- The Nurse Licensure Compact: A Bad Fit for Alaska
- Workplace Violence in the Eyes of the Law

Content Deadline January 16

Ad Deadline February 10

Publishes March 1

SUMMER

Focus On *Weight Management*

- Assessing your Weight Health
- In the Spotlight: New Weight Loss Medications
- Thyroid Disease & Body Weight
- Binge Eating Disorder: Stereotypes, Symptoms & Supports

Content Deadline April 25

Ad Deadline May 16

Publishes June 1

FALL

Focus On *CODE RED: The Nurse Staffing Crisis*

- An Overview of the Nurse Staffing Crisis
- The Quest for Safe Staffing Ratios
- Results from AaNA's Staffing Survey
- Financial Impacts of Staffing Laws & Policies

Content Deadline June 30

Ad Deadline August 10

Publishes September 1

WINTER

Focus On *Neurodivergence*

- What is Neurodivergence? A Strengths-Based Approach
- All About Autism Spectrum Disorder
- "That's ADHD?" Busting ADHD Myths, with Self-Screening Tool
- Neurodivergent Nurses at Work

Content Deadline September 1

Ad Deadline November 2

Publishes December 1

Editorial Calendar and dates subject to change without notice.

PRINT AD

ACCEPTED PRINT READY FILES

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

ACCEPTED MEDIA

CD, E-mail (less than 10MB), Thumb drive, Dropbox.

COLOR PROOFS

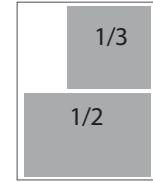
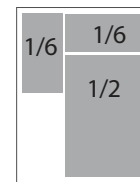
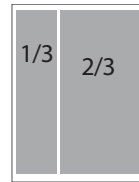
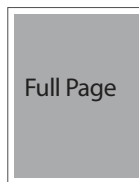
If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

PRODUCTION CHANGES

As a service to our clients, we offer creative design and ad production. The basic production fee of \$130 includes two client proofing cycles. Production charges will apply to fix or re-size an existing ad or one that was submitted with flaws.

AD SIZE	WIDTH	HEIGHT
Full Page *	8.375" + .125" bleed	10.875" + .125" bleed
2/3 Page	4.9375"	10"
1/2 Page Vertical 1/2 Page Horizontal	4.9375" 7.5"	7.5" 4.875"
1/3 Page Vertical 1/3 Page Horizontal	2.375" 4.9375"	10" 4.875"
1/6 Page Vertical 1/6 Page Horizontal	2.375" 4.9375"	4.875" 2.3125"

*Live area 7.5" x 10". The final magazine trim size is 8 3/8" x 10 5/8". All text in ads that bleed must be 3/8" from the final trim.



907.868.9050

PO Box 221344, Anchorage, AK 99522-1344

www.alaskalifepublishing.com • info@alaskalifepublishing.com

AD RATES PER ISSUE

	1-ISSUE	3-ISSUES
Full Page	\$1495	\$1295
2/3 Page	\$1250	\$1100
1/2 Page (V or H)	\$ 995	\$ 895
1/3 Page (V or H)	\$ 650	\$ 585
1/6 Page (V or H)	\$ 450	\$ 400

PREMIUM PLACEMENT PER ISSUE

	1-ISSUE	3-ISSUES
Outside Back Cover	\$2650	\$2300
Page 1	\$2650	\$2300
Inside Front/Back	\$2300	\$1995

DATES

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Ad Deadline: February 10

Publishes: March 1

SUMMER

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Publishes: June 1

FALL

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Publishes: September 1

WINTER

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