Wolters Kluwer

2017 Media Kit

Hypertension

22,805	152,200	9,900
Total Subscribers	Average Monthly Visits	Emails

Formats

Website URL

http://hyper.ahajournals.org/

Content Focus

Hypertension presents peer-reviewed reports on clinical and laboratory investigations of the highest quality in the broad field of blood pressure regulation and the pathophysiological mechanisms underlying hypertensive diseases. Editorial features include: Clinical Implications, Original Scientific Contributions, Brief Reviews, Editorials, and Recent Advances in Hypertension.

Organizational Affiliation

American Heart Association

Impact Factor

6.294

Impact Factor Ranking

3/63 Peripheral Vascular Disease

Editor-in-Chief

Anna F. Dominiczak

Frequency

monthly

Advertising Guidelines

Subject to approval by Editor and AHA. Advertising policies in AHA publications apply. New copy must be received by the Publisher two weeks before closing date.

Impact, Influence, and Quality Metrics

Learn more at www.ahajournals.org/site/metrics

Distribution

Print Circulation:	279
Electronic-Only Circulation:	22,526
Total Subscribers:	**22,805**

App Engagement

Average Monthly Visits:	200
Average Monthly Content Views:	2,800

Website Engagement

Average Monthly Visits:	152,200
Average Monthly Page Views:	249,600

Email Engagement

eTOC Subscribers:	9,900
eTOC Open Rate:	19%

Run Of Journal Rates

Rates apply to inclusion in Print and App issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	$3,415	$1,630	$2,900	$1,115
3x	$3,270	$1,485	$2,805	$1,020
6x	$3,145	$1,360	$2,715	$930
12x	$3,025	$1,240	$2,635	$850
24x	$2,900	$1,115	$2,545	$760
36x	$2,760	$975	$2,450	$665
48x	$2,625	$840	$2,355	$570

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate
Cover 3: 25% of earned B/W (PI) page rate
Cover 4: 35% of earned B/W (PI) page rate
Other Preferred Positions: 25% of earned B/W (PI) page rate

App Digital Upgrades

Video Embedding Fee: $250
HTML Quote: Total page equivalency to be determined with preview. Contact your Sales Representative.

Insert Rates

Insert: B/W (PI) page rate times number of pages. All inserts subject to a $250 production fee (non-commissionable).

Custom Projects

Supplements, cover tips/belly bands, outserts, webinars, learning centers and more. Contact your Sales Representative for details.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Page rates apply to inclusion in Print and App issues and a PhysicianJobsPlus 30-day Standard Job Posting.

Full Page	1/2 Page	1/4 Page	1/8 Page
$1,105	$755	$500	$325

App Digital Upgrades

Video Embedding Fee: $250

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Agency Commission

Not applicable. All prices are net.

The minimum net buy is $2,500 per online campaign. Contact your Sales Representative for more information.

Closing Dates

Issue	Run of Journal Space	eTOC Banner Materials	Career & Events Section Space and Materials	Run of Journal Multi-Media App Materials	Run of Journal Print and PDF App Materials	Insert Materials	Approximate Mail Date
January	11/8/2016	11/9/2016	11/11/2016	11/11/2016	11/18/2016	12/1/2016	12/8/2016
February	12/13/2016	12/14/2016	12/16/2016	12/16/2016	12/23/2016	1/5/2017	1/12/2017
March	1/12/2017	1/13/2017	1/17/2017	1/17/2017	1/24/2017	2/2/2017	2/9/2017
April	2/8/2017	2/9/2017	2/13/2017	2/13/2017	2/21/2017	3/2/2017	3/9/2017
May	3/16/2017	3/17/2017	3/21/2017	3/21/2017	3/28/2017	4/6/2017	4/13/2017
June	4/13/2017	4/14/2017	4/18/2017	4/18/2017	4/25/2017	5/4/2017	5/11/2017
July	5/10/2017	5/11/2017	5/15/2017	5/15/2017	5/22/2017	6/1/2017	6/8/2017
August	6/13/2017	6/14/2017	6/16/2017	6/16/2017	6/23/2017	7/6/2017	7/13/2017
September	7/13/2017	7/14/2017	7/18/2017	7/18/2017	7/25/2017	8/3/2017	8/10/2017

Issue	Run of Journal Space	eTOC Banner Materials	Career & Events Section Space and Materials	Run of Journal Multi-Media App Materials	Run of Journal Print and PDF App Materials	Insert Materials	Approximate Mail Date
October	8/16/2017	8/17/2017	8/21/2017	8/21/2017	8/28/2017	9/7/2017	9/14/2017
November	9/14/2017	9/15/2017	9/19/2017	9/19/2017	9/26/2017	10/5/2017	10/12/2017
December	10/12/2017	10/13/2017	10/17/2017	10/17/2017	10/24/2017	11/2/2017	11/9/2017

To inquire about extension dates, please contact your Sales Representative.

App Specifications

Download App Advertising Specs

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8"

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	16 3/4"	x	11 1/8"		x	
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	4 3/4"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/4"	x	10"	4 1/4"	x	11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"
1/8 page:	3 1/2"	x	2 1/8"

Download Career & Events Section guidelines

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Sizes: minimum size 8 7/16" x 11 1/8" (21.43 cm x 28.25 cm)
Trim: Head, foot, face 3/16" (0.48 cm); gutter 1/8" (0.32 cm). Publication jogs to head. Safety keep live matter at least 1/2" (1.27 cm) from trim.
Paper Stock: Consult Production Associate.
Quantity: Consult Production Associate.
Packing Instructions: Carton packing preferred with publication, quantity, and issue clearly indicated.
Shipping Address: Misty Wright, Quad Graphics, 1700 James Savage Road, Midland, MI 48642

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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