

Revised KDOQI guidelines for vascular access released

VOLUME 33 NUMBER 06 JUNE 2020 Healio® healio.com/nephrology

# NEPHROLOGY

NEWS & ISSUES



**COVER STORY >**  
**CKD AND DEPRESSION**  
Options for the nephrologist and kidney care team

David Grady, PhD, director of behavioral health at The Regeneron Institute in New York, emphasizes that depression affects the cardiovascular system and that finding ways to check off a survey instrument, for part of a comprehensive care plan, may help with being more health aware.

**FEATURES >**

- DuVita CEO Kent Thiry steps down
- MedPAC calls Congress Medicare payment reform needed for rural dialysis clinics
- Meeting News: National Kidney Foundation Spring Clinical Meetings and Kidney Summit

**Circulation: 18,564**

[Click to view print advertising terms and conditions](#)

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**Send inserts and BRCs to:**

Jesse Davis

Nephrology News & Issues

LSC Communications

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

# 2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

## RATES

**1. Black-and-White rates:**

Frequency	Full Page	1/2 Page	1/4 Page
<b>1x</b>	\$4,140	\$2,730	\$1,615
<b>3x</b>	4,030	2,655	1,570
<b>6x</b>	3,700	2,445	1,440
<b>9x</b>	3,240	2,140	1,275
<b>24x</b>	3,145	2,140	1,275
<b>36x</b>	3,040	2,140	1,275
<b>48x</b>	2,955	2,140	1,275
<b>60x</b>	2,855	2,140	1,275

**Color:** In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard Color	590
Matched Color	700
Metallic Color	1,110
Four Color	1,625
Four Color + PMS	2,410
Four Color + Metallic	2,735

**2. Earned Rates:**

- a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period.  
A spread counts as two pages regardless of its size.
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- c) **Cash discount:** Two percent if paid within ten days of invoice date.  
No discount allowed after this period.

- 3. **Bleed:** No charge
- 4. **Covers, Positions:**
  - a) **Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Positions:**
    - Special positions:** Contact your sales representative for more details.
- 5. **Online Advertising Rates:** Please contact your sales representative for more information.
- 6. **Recruitment/Classified Rates:** Please contact the sales representative at [slack@kerhgroup.com](mailto:slack@kerhgroup.com).  
Toll Free: 855-233-8100. Phone: 484-362-2365.

## DISCOUNTS

- 1. Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- 2. New Advertiser Discount:** Receive a 10% discount off all ad insertions. To qualify, the advertisement must be for a:
  - a) Product that has not advertised in NEPHROLOGY NEWS & ISSUES the past calendar year
  - b) New indication for a currently advertising product in NEPHROLOGY NEWS & ISSUES
- 3. Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- 4. Corporate Discount:** Total net spend achieved in the year 2020 will set a Corporate Discount to be taken off 2021 advertising.
- 5. When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross Cost:**

  - a) Less New Advertiser/Product Discount
  - b) Less Healio Strategic Solutions Corporate Discount
  - c) Less 15% Agency Discount

**Equals net cost**

## ISSUANCE AND CLOSING

- 1. Established:** September 1987
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** January, February, March, April, May, June, July, August, September, October, November, December
- 4. Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- 5. Extensions and Cancellations:**
  - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
  - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

- 1. General Editorial Direction:** NEPHROLOGY NEWS & ISSUES® strives to be the definitive information source for nephrologists by delivering timely, accurate, authoritative and balanced reports on clinical issues, socioeconomic topics and specialty industry developments, as well as presenting clinically relevant information about medical therapies for the benefit of the patient. The publication will offer its audience late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care.
- 2. Average Issue Projection:**
  - a) **Average Number of Articles per Issue: 20**
  - b) **Editorial Sections:**

• National News	• Renal Politics
• Business News	• Outcomes
• Clinical News	• Home Dialysis
• Meeting News	• Conference Preview
• Advance Practice News	• Data Management
• Home Dialysis	• Practice Management
• First Word	• Clinic Management
• Bottom Line	• Transplantation
• Book Review	• Research
• Viewpoint	• Nursing
• Renal Policy	• Social Work
- 3. Origin of Editorial:**
  - a) **Staff written:** 78%
  - b) **Solicited:** 20%
  - c) **Submitted:** 2%
  - d) **Articles or abstracts from meetings:** 15%
  - e) **Peer review:** No, meetings that are covered are selected in advance.

## CIRCULATION

- 1. Description of Circulation Parameters:**
  - a) Nephrologists
- 2. Demographic Selection Criteria:**
  - a) **Prescribing:** Yes
  - b) **Circulation Distribution:** Controlled: 100%
  - c) **Paid Information:**

**Association members:**  
Is publication received as part of dues? No
  - d) **Subscription rates:**  
U.S.: \$125/yr. individual  
Canada: add 5% tax/yr.  
Outside the U.S.: add \$89/yr.
- 3. Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing House:** LSC Communications
- 4. Date and source of breakdown:** BPA Worldwide, June 2019
- 5. Total estimated circulation for 2020: 18,564**

## GENERAL INFORMATION

- 1. Requirements for Advertising Acceptance:**

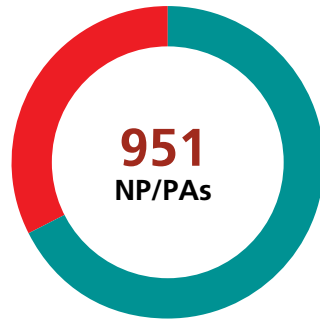
Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
- 2. New Product Releases:** Yes
- 3. Editorial Research:** Yes
- 4. Ad Format and Placement Policy:**
  - a) **Format:** Within articles
- 5. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 6. Value-Added Services:**
  - a) **Bonus Convention Distribution:**  
See Editorial Calendar
- 7. Online Advertising Opportunities:** Contact your sales representative for more information.
- 8. Additional Advertising Opportunities:**
  - a) **BRC inserts:** See 5b under Insert Information for specifications.
  - b) **Split-run advertising:** Contact publisher for information.
- 9. Reprints:** Yes. Email: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

# Audience Overview

Getting your message delivered to the entire renal team — those who provide medical care for patients every day, operate the dialysis clinic, write prescriptions and manage physician practices — can be done in multiple ways. You'll receive maximum exposure when you partner with *Nephrology News & Issues*® because we maintain a print circulation of 18,564, which includes all nephrologists who are members of the American Medical Association (AMA) and all members of the National Kidney Foundation. On Healio, *NN&I's* exclusive online content and newsletters bring the audience you want to reach to the website every day.



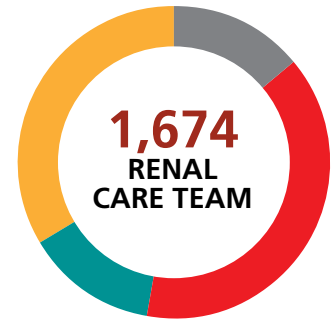
**Nephrologists: 11,335**  
**IM, Nephrology: 985**  
Transplant Surgeons: 259



**Nurse Practitioners: 631**  
**Physician Assistants: 320**



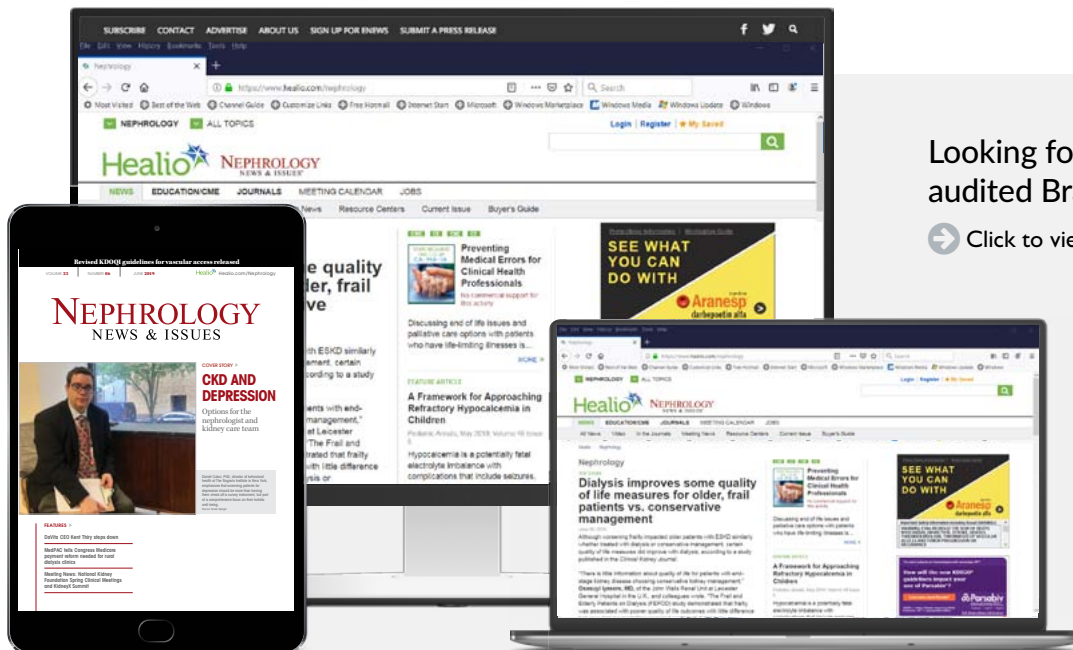
**NKF: 2,406**  
**NRAA: 680**  
NANT: 343



**Dialysis Center Admins: 235**  
**Dialysis Center Technicians: 652**  
**Nephrology Nurses: 226**  
**Renal Dietitians: 561**

\*based off of BPA June 2019 analyzed issue

 **Total Journal Subscribers: 18,633**



Looking for a copy of our audited Brand Report?



[Click to view full circulation info](#)

SOURCES: December 2016 BPA Statement; Google Analytics | Other Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry  
Administrative Titles Included: Administrator, President, Vice President, CEO/CFO/COO, Medical Director, Facility Board/Owner, Transplant Administrator, Nurse Manager, Network Director, Chief Technician, Manager/Supervisor, Laboratory Director and Other Administrators.

## AD SPECIFICATIONS

### 1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	10¾"	16½" x	11½"
Full Page	7⅞" x	10¾"	8⅞" x	11½"
½ Page Horizontal	7⅞" x	4¾"	8⅞" x	5½"
½ Page Vertical	3⅞" x	10¾"	4⅞" x	11½"
¼ Page	3⅞" x	5"		

\*Bleed ads use non-bleed size for live area.

a) **Trim size of journal:** 8⅞" x 10⅞"

b) For spread ads, keep content (images/text) ¼" in on each side of gutter

c) To view thumbnails of ad specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs).

### 2. Type of Binding: Saddle-stitch

3. **Print Ad Requirements:** For specifications, go to: [healio.com/slackadspecs](http://healio.com/slackadspecs)

4. **Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

**If only color lasers are furnished, color match on press cannot be guaranteed.**

5. **Note:** Spread ads should be sent as a one-page file.

6. **Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

7. **Disposition of Ad Material:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

## INSERT INFORMATION

### 1. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.

b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

2. **Insert Charges:** Furnished inserts billed at the earned black-and-white-space rate on a page-for-page basis. Commissionable.

3. **Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

4. **Trimming:** Supply size: 8¼" x 11⅞". Trim size 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

### 5. BRCs:

a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable.

b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 22,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.

7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press.



# 2020 EDITORIAL CALENDAR

Print

Note: Editorial content subject to change

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	11/22/2019	12/4/2019	Payment models for CKD-ESKD care		
February	12/19/2019	1/2/2020	Home dialysis technology		
March	2/3/2020	2/14/2020	Health of nephrology practices	Annual Dialysis Conference	Renal Physicians Association Annual Meeting National Kidney Foundation
April	3/2/2020	3/16/2020	Management of iron-deficiency anemia		
May	4/1/2020	4/15/2020	Immunosuppressive therapies in kidney transplants	Renal Physicians Association; National Kidney Foundation	
June	5/1/2020	5/15/2020	CKD and the integrated care model		
July	6/1/2020	6/15/2020	PKD treatment <b>Buyer's Guide</b>	American Transplant Congress	<b>Buyer's Guide</b>
August	7/1/2020	7/16/2020	Nutritional management and chronic kidney disease		
September	8/3/2020	8/14/2020	Development of home dialysis programs		
October	9/1/2020	9/15/2020	AKI management <b>Nephrologist's Guide to Kidney Week</b>		American Society of Nephrologists <b>Kidney Week Guide</b>
November	10/1/2020	10/16/2020	KidneyX	American Society of Nephrologists; National Renal Administrators Association	
December	11/2/2020	11/13/2020	Workforce issues in nephrology		