

# The Alaska Nurse



**MEDIA KIT 2020**

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

Here's  
YOUR  
chance!



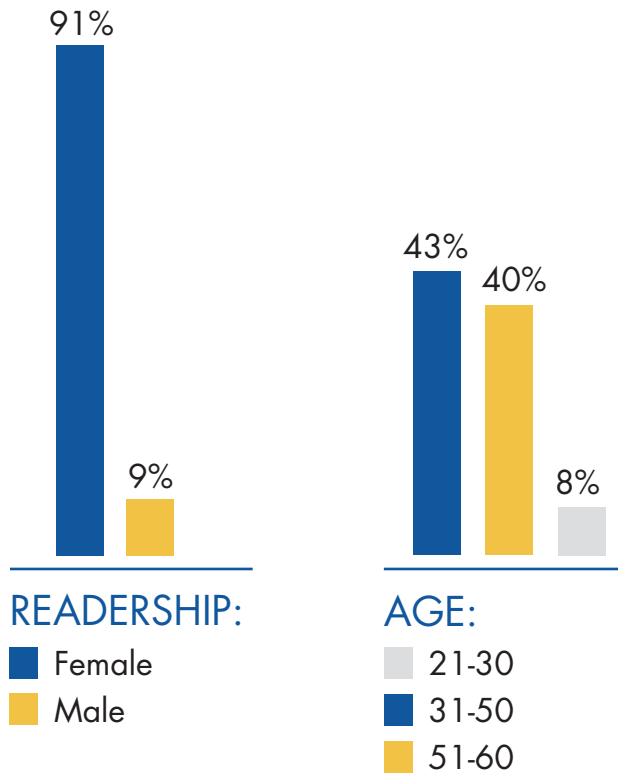
Nurses are important, influential healthcare providers – are you talking to them? If you are interested in reaching the most active, dynamic and diverse community of nurses throughout the state, consider The Alaska Nurse, the official magazine of the Alaska Nurses Association.

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 all RNs, LPNs and APRNs in the state of Alaska, as well as legislators and others interested in health policy, trends and delivery. Total circulation per issue: 10,000.

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](mailto: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

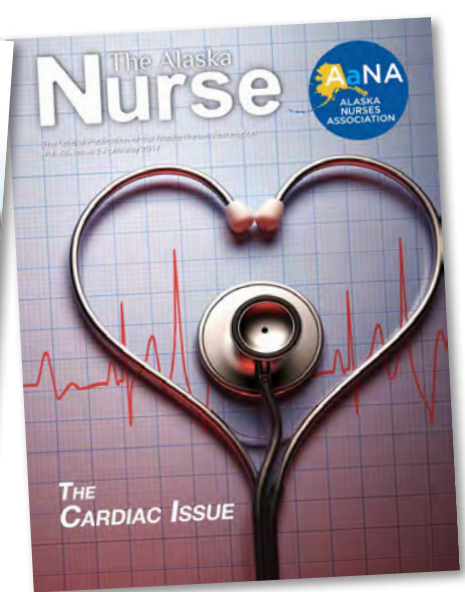
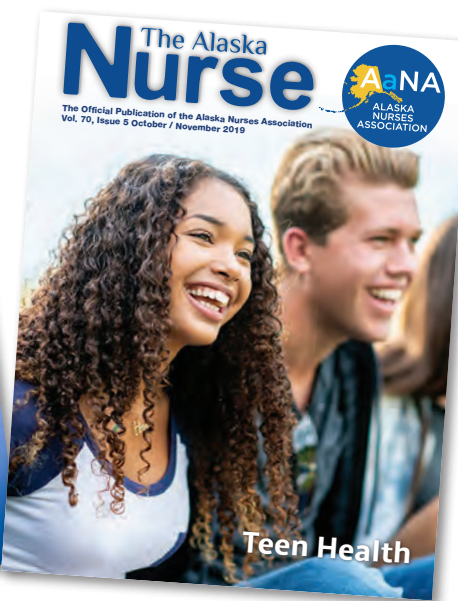
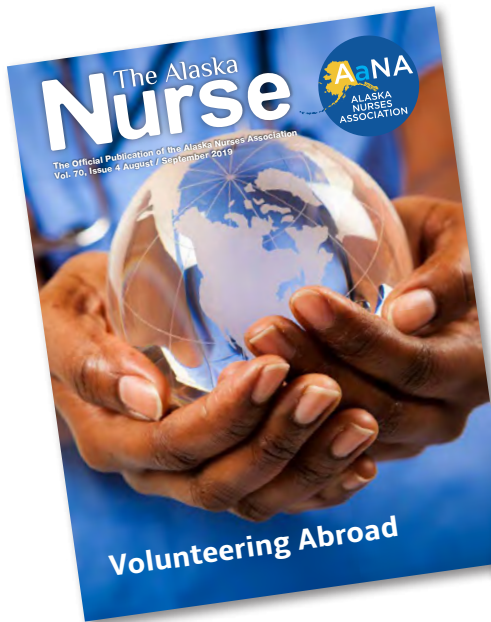
**50%**  
of products typically marketed to men are purchased by women

**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** Publishes March 6

**Focus On** *Ethics in Nursing & Healthcare*

- Dealing with Patient Beliefs that Affect Treatment
- Vaccines and Ethics: Childhood Vaccination Policy & the Anti-Vaxx Movement
- Everyday Ethical Issues for Nurses
- Moral Injury

**Content Deadline** Jan. 27  
**Ad Deadline** Feb. 10

**SUMMER** Publishes May 14

**Focus On** *Sleep Hygiene & Disorders*

- Sleep Hygiene: Best Practices
- Obstructive Sleep Apnea: Causes and Treatment
- The Effects of Shift Work on Health and Patient Safety
- Pediatric Sleep Disorders

**Content Deadline** April 2  
**Ad Deadline** April 20

**FALL** Publishes Sep. 4

**Focus On** *Veterans Health*

- RN Veterans
- Veteran Health Concerns
- Nursing at the VA
- Veteran Mental Health: PTSD, Depression, Suicide, SUDs

**Content Deadline** July 27  
**Ad Deadline** Aug. 10

**WINTER** Publishes Dec. 2

**Focus On** *Human Trafficking & Exploitation*

- Identifying and Assessing Trafficking Victims
- How to Help Patients: Communication and Resources
- Defining Trafficking and Exploitation
- Trafficking in Alaska

**Content Deadline** Oct. 26  
**Ad Deadline** Nov. 4

## 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

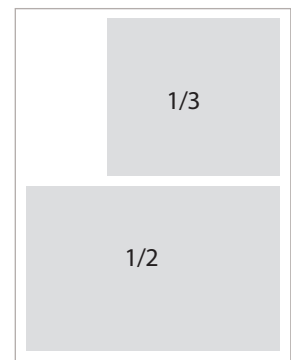
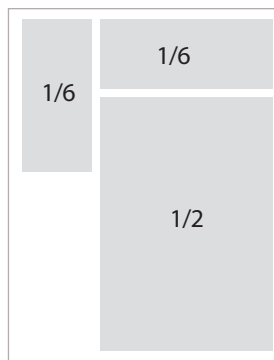
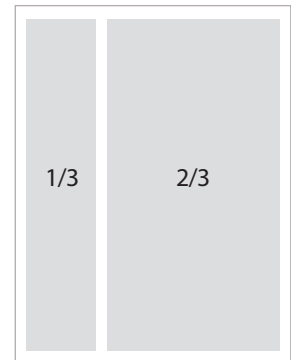
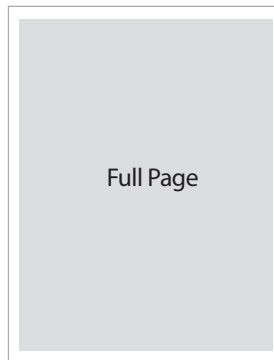
If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

### 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.



**ALASKA LIFE PUBLISHING**  
LLC

907.868.9050

PO Box 221344, Anchorage, AK 99522-1344

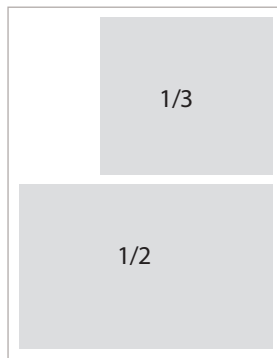
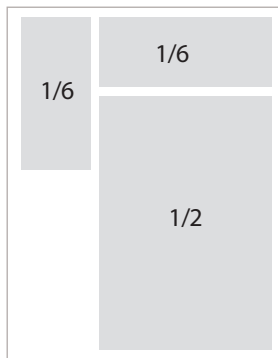
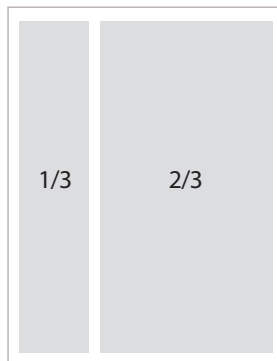
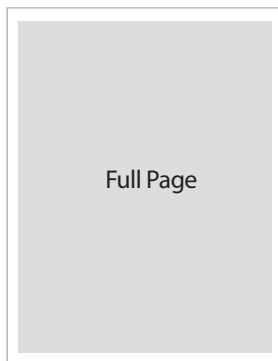
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**AD RATES PER ISSUE**

	1-3 ISSUES	4 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**

	1-3 ISSUES	4 ISSUES
Outside Back Cover	\$2650	\$2300
Page 1	\$2650	\$2300
Inside Front/Back	\$2300	\$1995



**DATES**

**SPRING**

Ad Deadline: February 10  
Publishes: March

**SUMMER**

Ad Deadline: April 20  
Publishes: May

**FALL**

Ad Deadline: August 10  
Publishes: September

**WINTER**

Ad Deadline: November 4  
Publishes: December

*Ad deadline dates subject to change.*

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