

NEPHROLOGY

NEWS & ISSUES

Balancing Economics & Quality in Renal Care

Tracking the BUSINESS and POLITICS of KIDNEY CARE



2012 Media Kit

NNI and NephrologyNews.com: The Renal Community's Resource

For a quarter of a century, *NNI* has been providing the renal community with accurate, timely information on all aspects of dialysis and transplant care. Over the next year, renal care will undergo a transformation, one that will clearly focus on quality-driven medicine. New payment formulas from Medicare are based on performance measures. The community is slowly turning from a 'fee-for-service' system to a bundled, capitated rate for dialysis services.

In such an environment, it's important not only that dialysis providers remain up to date on changes in reimbursement policy, but also that they have access to analysis and viewpoints on what those changes mean for patient care—changes that will also have a ripple effect on product manufacturers and pharmaceutical companies.

Nephrology News & Issues magazine, and our news website, NephrologyNews.com, have been at the forefront of covering the regulatory and political landscape of the End-Stage Renal Disease Program. Backed by a multidisciplinary, 50+ member Editorial Advisory Board, *NNI* consistently offers reliable information to help the dialysis and transplant field stay ahead of the

curve. Each day, our NephrologyNews.com editors report on new regulations, research developments, and Washington politics. Each month, *NNI* expands on those stories, giving readers the facts they need in order to make important purchasing, management, and patient care decisions. In-depth analysis, peer-reviewed articles, and special sections help us deliver the important news to our readers—the audience you want to reach.



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MARKET COVERAGE:

Renal care team (nephrologists, administrators, nurses, social workers, dietitians, technicians, and other staff)

ESTABLISHED:

1987

ISSUANCE:

12 monthly issues, plus annual Renal
Resource & Buyer's Guide

AFFILIATION:

Independent

PUBLISHED BY:

Grand View Media Group
200 Croft Street, Suite 1
Birmingham, AL 35242
888.431.2877

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Monthly Departments

News from a variety of sources that affects all segments of the renal community.

NATIONAL NEWS

The latest information on proposed regulations, new government studies, legislative initiatives, and other news stories of importance to the renal community.

BUSINESS NEWS

News on acquisitions, mergers, legal decisions, company financial forecasts.

CLINICAL NEWS

Up-to-date news on drug trials, research awards, national health care trends.

DIABETES WATCH

Covers the latest research, news, and prevention information for kidney patients with diabetes and their health care team.

Quarterly Columns

A series of columns focusing on different aspects of dialysis and transplant care, reviewed and written with the help of *NNI's* Editorial Advisory Board members.

ADVANCED PRACTICE NEWS

Written by and for nurse practitioners, physician assistants, and clinical nurse specialists, with a focus on expanding their role in the nephrology workforce.

HOME DIALYSIS UPDATE

Articles discuss advances in home therapies, new products, modality choice education, and studies that evaluate the benefits.

NURSING UPDATE

News about the field of nursing, including workforce issues, nursing organization updates, and legislative activities.

NUTRITION UPDATE

Discusses new approaches to dietary care for the renal patient, including reviews of recent studies.

VASCULAR ACCESS UPDATE

A review of new approaches to access management, including new devices, surgical techniques, and controversies over access placement

TRANSPLANT UPDATE

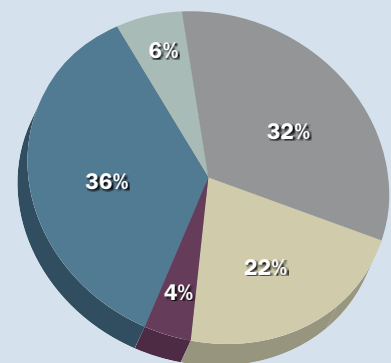
A review of trends in transplant care, government and legislative proposals, donor issues, and new pharmaceutical advances in the field.

STATE OF THE STATES

Written by Wendy Funk Schrag, LMSW, ACSW, this column focuses on health care issues on the state level.

Circulation

PHYSICIAN9,588 *	ADMINISTRATIVE8,455
▶ Nephrologist.....9,472 **	▶ Administrator1,257
▶ Transplant Surgeon30	▶ President.....1,090
▶ Vascular Surgeon.....4	▶ Vice President.....175
▶ Internist14	▶ CEO / CFO / COO.....3,363
▶ Other Physician.....68	▶ Medical Director539
ALLIED MEDICAL & NURSING1,662	▶ Facility Board/Owner864
▶ Physician Assistant.....198	▶ Transplant Administrator15
▶ Nurse Practitioner.....486	▶ Nurse Manager.....133
▶ Nephrology Nurse.....775	▶ Network Director.....73
▶ Other Nurse.....203	▶ Chief Technician.....52
STAFF5,717	▶ Manager / Supervisor139
▶ Dietitian.....1,826	▶ Laboratory Director14
▶ Technician.....1,097	▶ Other Administrator.....741
▶ Social Worker.....1,129	OTHER.....1,078
▶ Transplant Coordinator1,665	▶ Librarian.....52
▶ Other Staff0	▶ Patient113
	▶ Government Official.....24
	▶ Other889
	TOTAL26,500



*Category grouping totals based on June 2011 BPA statement. **Subheading totals based on publisher's own data May 2011.

Editorial Calendar

	Issue Highlights	Quarterly Columns	Bonus Conference Distribution	Ad Closing Dates		
				Space	Material	Inserts
January	Focus on Political, Regulatory Issues in ESRD	Nutrition Update State of the States	Int'l Conf. on Dialysis	11/23/11	11/30/11	12/07/11
February	Focus on Alternative Therapies	Advanced Practice News Home Dialysis Update Vascular Access Update	Annual Dialysis Conf. ASDIN SW Nephrology Conf.	12/22/11	12/29/11	01/09/12
March	Focus on Physician Issues	Transplant Update	RPA	01/23/12	01/30/12	02/03/12
April Products & Services Extra	Focus on Nursing Care	Nursing Update Nutrition Update State of the States	ANNA	02/22/12	02/29/12	03/02/12
2012 Renal Resource and Buyer's Guide (polybagged with April issue)				02/08/12	02/22/12	na
May	Focus on the Multidisciplinary Team	Advanced Practice News Home Dialysis Update Vascular Access Update	NKF	03/26/12	04/02/12	04/11/12
June	Changing demographics in the ESRD population	Transplant Update		04/25/12	04/30/12	05/09/12
July Products & Services Extra	Focus on renal providers	Nursing Update Nutrition Update State of the States		05/25/12	05/31/12	06/06/12
August	A focus on patient empowerment	Advanced Practice News Home Dialysis Update Vascular Access Update		06/25/12	06/30/12	07/06/12
September	Focus on the renal diet	Nutrition Update Transplant Update		07/25/12	08/01/12	08/06/12
October Products & Services Extra	Focus on facility management	Nursing Update State of the States	NRAA	08/24/12	09/03/12	09/06/12
November	Focus on nephrology research	Advanced Practice News Home Dialysis Update Vascular Access Update	ASN	09/25/12	10/01/12	10/08/12
2013 International Renal Care Calendar & Meeting Guide (polybagged with November issue)				08/24/12	09/13/12	na
December	Year in Review	Nutrition Update Transplant Update		10/25/12	10/31/12	11/05/12

Special NNI Supplements

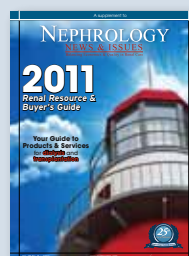


2013 International Renal Care Calendar & Meetings Guide

12-month wall calendar with detailed information on international, national, and regional meetings

- Provides key dates, locations, and contact information
- Features a 4-color ad opportunity opposite each month, affording 30 days of exclusive exposure

- Bonus distribution at 2012 ASN meeting and key 2013 conferences
(polybagged and mailed with NNI's November issue)



2012 Renal Resource and Buyer's Guide

- A valuable reference tool for renal professionals seeking products/services for their practice or clinic
- Features standard run-of-book ad options, plus business card and logo ads with company listings
- Bonus distribution at key 2012 conferences
(polybagged and mailed with NNI's April issue)

Print Rate Card

BLACK & WHITE RATES*

	1x	3x	6x	12x
Full page	\$3,595	\$3,420	\$3,210	\$2,810
2/3 page	\$2,985	\$2,890	\$2,655	\$2,335
1/2 page - island	\$2,545	\$2,470	\$2,275	\$1,995
1/2 page	\$2,370	\$2,300	\$2,120	\$1,860
1/3 page	\$1,490	\$1,445	\$1,335	\$1,180
1/4 page	\$1,400	\$1,360	\$1,255	\$1,105
1/6 page	\$1,145	\$1,100	\$1,020	\$900
Full page only: 24x		36x	48x	
	\$2,725	\$2,635	\$2,560	
60x		72x	84x	
	\$2,470	\$2,385	\$2,300	

*NNI and 2012 Renal Resource & Buyer's Guide

COLOR RATES

Standard color	\$545
Matched color	\$650
3- or 4-color	\$1,495
5-color	\$2,220
Metallic color	\$1,025

PREMIUM POSITIONS

Cover 4	25%
Cover 3	15%
Cover 2	25%
Center Spread	20%
Opp T of C	20%
Other guaranteed positions	10%

FURNISHED INSERTS

Pages	Cost
2	2.5x earned rate
4	4.5x earned rate
Other	Call for quote

AD CLOSING DATES

	Space	Materials	Inserts
January	11/23/11	11/30/11	12/07/11
February	12/22/11	12/29/11	01/09/12
March	01/23/12	01/30/12	02/03/12
April	02/22/12	02/29/12	03/02/12
Buyer's Guide	02/08/12	02/22/12	na
May	03/26/12	04/02/12	04/11/12
June	04/25/12	04/30/12	05/09/12
July	05/25/12	05/31/12	06/06/12
August	06/25/12	06/30/12	07/06/12
September	07/25/12	08/01/12	08/06/12
October	08/24/12	09/03/12	09/06/12
November	09/25/12	10/01/12	10/08/12
Calendar	08/24/12	09/12/12	na
December	10/25/12	10/31/12	11/05/12

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Ad Material

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khigginbotham@NephrologyNews.com
Phone: 205.980.6702

Special NNI Advertising Sections*



Renal Showcase

Showcase your company, product, or service in this regular NNI section. Reach more than 26,000 renal professionals every month with a 1/6-page, 4-color ad at a cost far below traditional display rates.



Products & Services EXTRA

Published three times a year, NNI's Products & Services EXTRA section is a cost-effective opportunity to feature your product or service in a format similar to a traditional four-color press release.

Also available*

- ▶ Cover tips
- ▶ Outserts
- ▶ Custom and sponsored supplements
- ▶ Print and online recruitment advertising

Electronic Opportunities*

NephrologyNews.com



Leaderboard Ad (728 x 90)
Five positions available each month. Ads rotate with page clicks.
\$1,050/month

Rectangle Ad (300 x 250)
Five positions available each month. Ads rotate with page clicks.
\$780/month

eNews



Three editions: **Monday** (Week in Review), **Tuesday**, and **Thursday**. Sponsorship of an edition, e.g., Tuesday, features the sponsor's ad on every Tuesday in the month(s) purchased.

Top Banner Ad (590 x 80)
\$1,575/month per edition

Side Banner Ad (180 x 360)
\$1,250/month per edition

(No flash or animation in eNews ads.)

Webinars



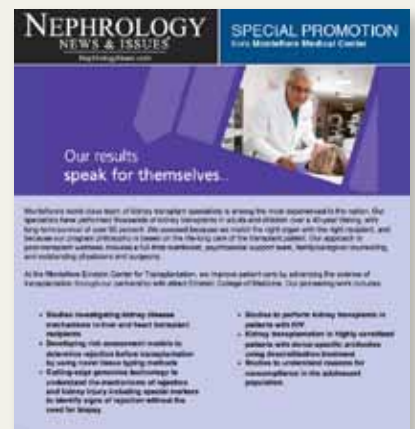
Sponsorship of NNI-produced webinars

NNI webinars offer renal professionals a convenient way to remain up to date on topics relevant to their specialty. Sponsorship of an NNI webinar connects your company with an educational event presented by a respected industry resource, and is a lead generator as well.

Production/promotion of your webinar

Have an idea for your own webinar? NNI has the expertise and resources to help you create and promote your event.

Custom eBlasts



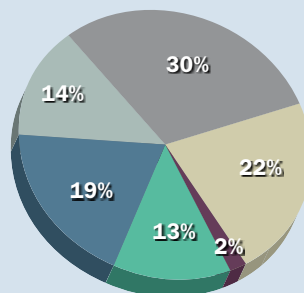
Target any segment of the NNI eNews list with your message, delivered to the recipient's Inbox as an email from Nephrology News & Issues.

\$350 / 1,000 addresses
(minimum buy: \$1,000)

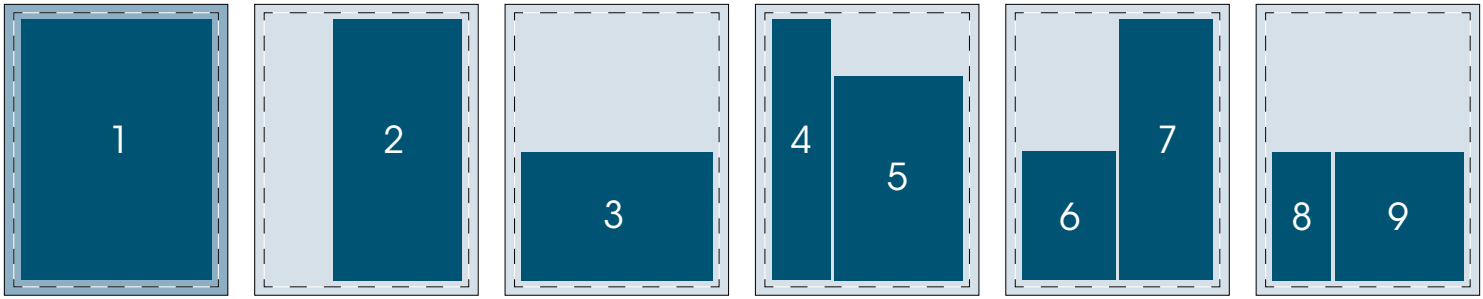
eNews Distribution

Average eNews Distribution: 19,000 (July-October 2011)**

- Physicians
- Allied Medical/Nursing
- Administrator
- Staff
- Other
- Not Specified



*Prices are net **Publisher's own data



Print Ad Specifications

Ad Size	Width	Height	Ad Size	Width	Height
1. Full page bleed	8.375"	11.125"*	6. 1/4 vertical	3.5"	4.75"
2. 2/3 vertical	4.75"	9.5"	7. 1/2 vertical	3.5"	9.5"
3. 1/2 horizontal	7.125"	4.875"	8. 1/6 vertical	2.25"	4.75"
4. 1/3 vertical	2.25"	9.5"	9. 1/3 square	4.75"	4.75"
5. 1/2 island	4.75"	7"			

*Trim: 8.125 x 10.875 • Live area: 7.125 x 10.25

Page

[] Trim Area

Live Area

Bleed Area

Print Media Requirements

- ▶ Ads must be accompanied by a 4-color press proof. Absent a proof, Grand View Media Group assumes no responsibility for errors in the printed ad.
- ▶ GMVG prefers that ads be provided in a high resolution PDF, saved in Acrobat as press-quality PDF. (If another program is used, set the resolution at 300 dpi.)
- ▶ GVMG accepts ads built in Quark Xpress for Macintosh, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- ▶ Ads built in other programs (e.g., Microsoft Publisher, Adobe Freehand, Corel Draw, Adobe Pagemaker, etc.) must be submitted in high-resolution TIFF, EPS or PDF formats.
- ▶ If an ad is to be created by GVMG, the advertiser must provide all text, photos, and other graphics necessary for the construction of the ad.
- ▶ To ensure optimal results in the finished ad, all necessary artwork and fonts must be provided by the advertiser. Failure to include fonts may result in loss of text, or font substitution at the publisher's discretion. GVMG cannot accept PC fonts and will make substitutions if PC fonts are provided.
- ▶ Ads or ad materials that are 10 MB or smaller may be emailed to Keith Higginbotham at khigginbotham@NephrologyNews.com. Files larger than 10 MB must be placed on *NNI's* ftp site.
- ▶ All media submitted on CD-ROM should be labeled with publication name, issue date, agency name/phone number, advertiser name/contact person/phone number, file name/number, a list of contents, and a printout of directories on the disk.

Digital Media Requirements

- ▶ File formats: **NephrologyNews.com** — .jpg, .gif, or Flash .swf
eNews — .jpg or .gif only; no animation or Flash
- ▶ File size: 20k maximum for .jpg or .gif formats, and 30k for .swf format (resolution 72 dpi).

FTP Upload Instructions

- ▶ Drag and drop files into the folder, or click "Put Files" and select the ones you wish to upload using Fetch (Mac) or WS_FTP (PC). Both can be downloaded from www.download.com. If files are larger than 50mb, please compress using an application such as Stuffit Deluxe.
- ▶ Send an e-mail to Keith Higginbotham (khigginbotham@NephrologyNews.com) confirming that your files have been uploaded, with your phone number and the filename(s) included.
- ▶ For questions regarding file transfer, please contact Keith at 205.980.6702, 888.431.2877 x6702, or khigginbotham@NephrologyNews.com.
- ▶ **Host: ftp.grandviewmedia.com**
Username: nniftp
Password: Dialysis1

Sending digital media files

- ▶ See Digital Media Requirements to ensure files can be transferred via e-mail. Ads and accompanying links for both NephrologyNews.com and *NNI* eNews should be sent to Rebecca Zumoff (rzumoff@NephrologyNews.com).

If you have any questions regarding advertising specifications or methods of delivery, please contact Keith Higginbotham at 205.980.6702, 1.888.431.2877 x6702, or khigginbotham@NephrologyNews.com.

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