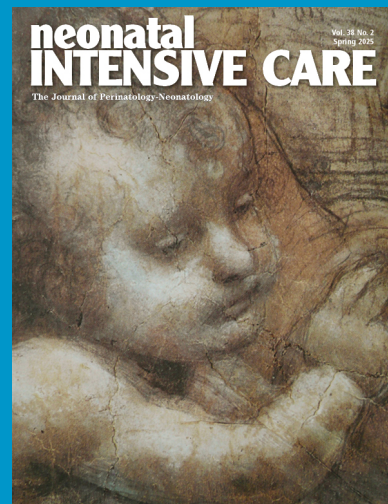
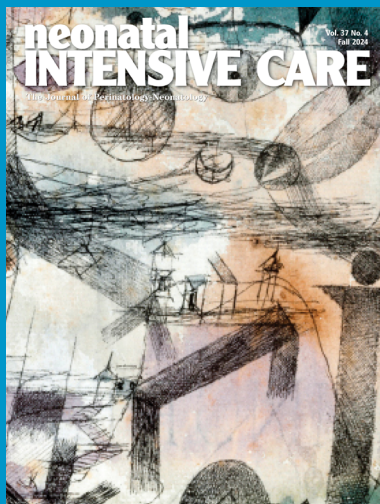


# neonatal INTENSIVE CARE

2026 Media Kit



## Neonatal Intensive Care

**NEONATAL INTENSIVE CARE** is the leading medical journal serving neonatal caregivers. Our readers are healthcare professionals in the fields of neonatology and perinatology, fetal medicine and research, neonatal nursing, NICU management, neonatal pharmacology, respiratory therapy, obstetrics and gynecology as it relates to neonatology, researchers, and students. The scope of each issue includes clinical studies, product reviews, diagnostic techniques, modalities of care, facility reports, management issues, product reports, and case studies. We also feature guest commentaries and works in progress, letters, news, interviews, and any information relevant to neonatology practitioners.

### EDITORIAL CONTENT FOR 2007

**EDITORIALS:** Viewpoints from the editor and guest commentators on all aspects of neonatal care, including ethical, medical, legal and political issues relating to neonatology.

**NEWS:** Neonatal Intensive Care's unique news section features the latest information relevant to the practice of neonatology from international and national press reports. The news section also features brief summaries of the latest research, plus information about conferences and educational opportunities, book reviews and product case reports.

**ARTICLES:** NIC features original clinical articles submitted by neonatologists and related specialists, including NICU nurses, RTs, NNPs and ob/gyns specializing in neonatology. Each issue also features specially selected articles from related journals covering topics of relevance to neonatal caregivers. Our fast-track review process ensures the timeliness of our editorial content.

**GUEST COMMENTARIES:** Members of our Editorial Advisory Board and all other neonatal caregivers present their views on a variety of subjects across the spectrum of neonatal care. All commentaries are welcome and dialogue about any aspect of care is encouraged.

**ETHICS REPORTS:** As neonatal issues become more complex, our ethics reports have expanded and comprise feature articles, commentaries, letters, and case studies about themes as diverse as fetal tissue research, limits of care, pain management, nursing issues, and much more. Subjects are selected to allow neonatal caregivers to ponder a wide range of current concerns.

**SPECIAL REPORTS:** Annual reports include monitoring, ventilation, quality of care, nursing, and more. New reports are added regularly to address the latest issues in neonatal intensive care.

**FACILITY AND PRODUCT REVIEWS:** Case studies of specific NICUs, hospitals and research centers, plus clinical reviews of the latest products and treatment modalities for the NICU.

**SPOTLIGHT:** Our regular Spotlight section is a product roundup of the latest specific types of NICU products and technology, with editorial material provided by manufacturers. Press releases on specific subjects are welcome. See the editorial calendar. Releases must be mailed or faxed (no e-mail).

**SPECIAL ISSUES:** Many issues cover specific themes of particular interest to neonatology caregivers, including monitoring, ventilation, nursing, ethics, and more. For information about scheduled issues and conference issues, see the editorial calendar.

**SUBMISSIONS:** Submissions to NIC are always welcome. Contributors will receive timely notification of acceptance and publication dates. Submissions from companies providing advertising support are also welcome for consideration. Please contact us for writer guidelines.

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## GOLDSTEIN & ASSOCIATES, INC.

# neonatal INTENSIVE CARE

## Ad Specs

Below are the ad dimensions for the Neonatal Intensive Care magazine:

Ad size	Orientation	Width inches	Height inches	Width mm	Height mm	Add bleed	Add trim marks
<b>Full Page</b>	Tall	8.125	10.875	206	276	yes, 0.125"	yes
<b>1/2 Tall</b>	Tall	3.56	9.76	90	248	no	no
<b>1/2 Tall Bleed</b>	Tall	3.9792	10.875	101	276	yes, 0.125"	yes
<b>1/2 Wide</b>	Wide	7.29	4.83	185	123	no	no
<b>1/2 Wide Bleed</b>	Wide	8.125	5.5566	206	141	yes, 0.125"	yes
<b>Island</b>	Tall	4.806	7.375	122	187	no	no
<b>Quarter</b>	Tall	3.56	4.83	90	123	no	no
<b>2-page Spread</b>	Wide	16.25	10.875	413	276	yes, 0.125"	yes

CMYK only, no spot colors

Export as PDF-X4 (2008)

Compatibility: Acrobat 8/9 (PDF 1.7)

Upload the PDF file at this link

<https://nicmag.ca/upload>

Thank you.

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# neonatal INTENSIVE CARE

## Website Ad Specs

Below are the banner ad specs for the Neonatal Intensive Care website.

File formats accepted:

- .jpg
- .jpeg
- .gif
- .swf

File size: 150 KB or less

Image dimensions: (Visual guide at <http://nicmag.ca/web>)

- Banner Wide: 1040 x 90 pixels
- Banner Tall: 720 x 190
- Banner Standard: 720 x 90
- Sidebar Standard: 300 x 250
- Sidebar Tall: 300 x 400

Please include a URL for when the banner is clicked.

Email the final ad file to [ads@nicmag.ca](mailto:ads@nicmag.ca), cc: [s.gold4@verizon.net](mailto:s.gold4@verizon.net).

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## NIC Distribution for 2026

Neonatal Intensive Care is a controlled/paid circulation publication sent to more than 10,500 healthcare professions specializing in neonatology and perinatology, fetal medicine, and related disciplines.

### CIRCULATION BREAKDOWN

as of April 15, 2025

**Total Qualified Circulation:** 10,989

Neonatologists: 1,977  
NICU Nurses: 1,762  
Ob/Gyn practitioners with  
neonatology subspecialties: 3,358  
Pediatricians dealing with neonates: 882  
NICU Supervisors: 1,264  
Respiratory Therapist: 1,001  
Dealers and distributors: 435  
Others allied to the field: 310

### BONUS DISTRIBUTION

Neonatal Intensive Care is distributed at no cost to attendees of the major relevant meetings throughout the year, including the AARC, PAS, and NANN. Complimentary copies are distributed directly at the conference site, in addition to our regular mailed circulation.

### ADVERTISING CLOSING DATE

45 days before issue closing. Please call for a specific schedule.

### FREQUENCY

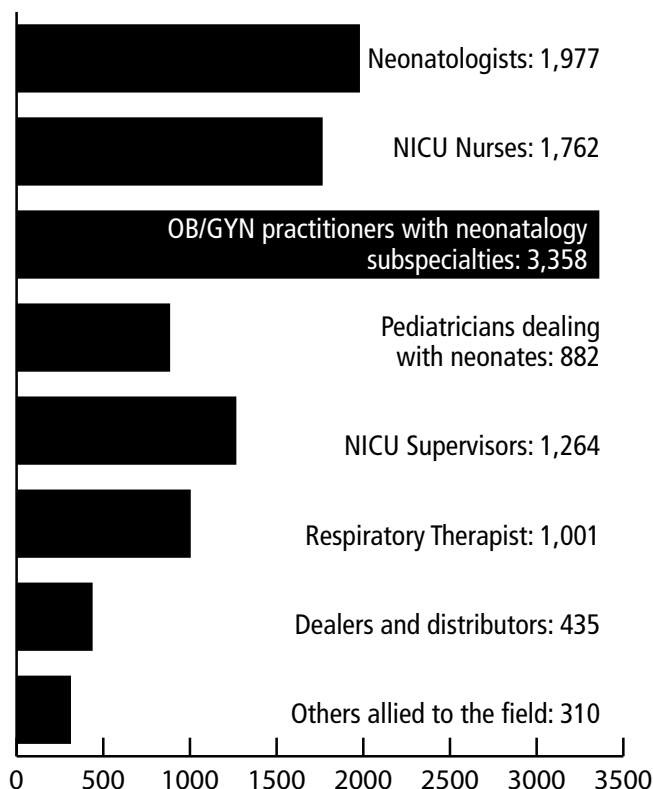
Four times a year, plus a fifth issue — a directory of products and services — in September.

### SIZE AND FORMAT

Standard "A" size saddle-stitched magazine, reproduced in four colors. The cover is high-gloss 100# snapcoat, with coated 70# paper stock.

### PAID SUBSCRIPTIONS

Subscriptions to NIC are available to qualified individuals and institutions for \$80 per year. For subscription/circulation information, please contact the publisher. Overseas subscriptions are \$110 per year.



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Neonatal Respiratory Care Coordinator  
Department of Respiratory Care  
Hillcrest Baptist Medical Center, Waco, TX

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Division of Neonatology  
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UT Health San Antonio  
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**Koravangattu Sankaran, FRCP(C), FAAP,**  
FCCM  
Professor of Pediatrics and Director of Neonatology  
and Neonatal Research  
Department of Pediatrics  
Royal University Hospital  
University of Saskatchewan  
Saskatoon, Saskatchewan, Canada

**Istvan Seri, MD, PhD**  
Professor of Pediatrics  
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Cincinnati Children's Hospital Medical Center  
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Ottawa Hospital – Civic Site  
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NICU Clinical Coordinator  
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Department of Pediatrics  
University of Illinois  
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## GOLDSTEIN & ASSOCIATES, INC.

# neonatal INTENSIVE CARE

## 2026 Editorial Calendar

### **Winter: Ad closing January 10**

Special Report: Oximetry, Advances in Neonatology

Spotlight on Oximetry, Neonatal Ventilation

Oximetry Roundtable

Article deadline January 3

### **Spring: Ad closing March 10**

Special Report: Products for the NICU – the latest in ICU technology for the neonatal setting. Original studies, research findings

PAS Preview

Bonus Distribution at PAS (Pediatric Academic Societies)

Article deadline March 1

### **Summer: Ad closing May 10**

Special Report: Monitoring – All modalities of monitoring for the NICU, including respiratory monitoring, apnea monitoring. Original clinical research, product reviews

Spotlight on monitors

Article deadline May 1

### **Fall: Ad closing July 10**

Special Report: Nursing, Respiratory Care

NANN Preview

AARC Preview

Bonus Distribution: NANN, AARC

Article deadline July 1

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## GOLDSTEIN & ASSOCIATES, INC.



## Editorial Opportunities

Neonatal Intensive Care offers advertisers editorial coverage in every issue. Companies providing products and services are invited to send papers for possible publication in the journal.

Companies may send any of the following for publication:

- Clinical papers about relevant therapies
- Studies commissioned by companies
- Papers published in support of products and therapies
- Research studies and reports prepared by in-house personnel
- Works in progress in any of the above categories
- Product reviews and product case studies

Submissions are welcomed from any company involved with providing neonatal/perinatal care products, techniques or relevant services. All modalities of care and applications will be considered.

### How To Submit Editorial/Advertorial

Editorial material should be e-mailed to [s.gold4@verizon.net](mailto:s.gold4@verizon.net). (No hard copy is necessary.) Figures may be submitted as jpegs or pdfs or embedded in the e-mailed manuscript. E-mailed papers should be attachments in word, and unformatted. Please do not “design” your submission. We do not use ® or ™ marks in the journal. Please be sure your article submission does not read merely like an advertisement for your product. Please review your submission carefully; we do not send out proofs prior to publication. For questions please contact us at: [s.gold4@verizon.net](mailto:s.gold4@verizon.net), phone: 310-443-4109.

### Important Note

While we will consider all submissions for publication, we prefer clinically-oriented pieces. Neonatal Intensive Care retains the right to edit and/or reject all submitted material. All papers should include an author byline. In all cases and without exception, Neonatal Intensive Care will clearly identify the source of the article and the affiliation of the author. All material submitted is published at the sole discretion of the publisher and editors.

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## GOLDSTEIN & ASSOCIATES, INC.



	1 Time	4 Times
1 page	\$ 3905	\$ 3383
2/3 page	3229	2794
1/2 page (island)	2833	2464
1/2 page	2574	2211
1/3 page	1947	1694
1/4 page	1645	1441
1/6 page	1353	1128
Post Card (Tip-in): \$1325 plus \$23 per thousand, (Bind-in): \$1325 plus \$13 per thousand. These are noncommissionable. Rates based on insertions placed during advertiser's contract within 12-month period.		

## PREFERRED POSITIONS

Inside Covers	\$ 275 extra/page
Back Cover	\$ 450 extra/page
	\$ 525 extra/page

Note: Covers are available in 4-color only.

## BLEED

Single	\$ 100 extra/page
Spreads	\$ 150 extra/page

## COLOR RATES (Plus space cost)

Standard colors	\$ 350
Standard second colors on spreads	\$ 450
Special colors	\$ 475
Special second colors on spreads	\$ 600
4 color process one page	\$ 975
Metallic colors	\$ 875

## MECHANICAL REQUIREMENTS

1 page (Trim)	8-1/8" (w) x 10-7/8" (h)
2/3 page	346 pts (w) x 702 pts (h)
1/2 page (island)	346 pts (w) x 531 pts (h)
1/2 page Horizontal 525 pts (w) x 348 pts (h)	
1/2 page Vertical	256 pts (w) x 702 pts (h)
1/3 page Vertical	167 pts (w) x 702 pts (h)
1/3 page Square	346 pts (w) x 348 pts (h)
1/4 page	256 pts (w) x 348 pts (h)
1/6 page	167 pts (w) x 348 pts (h)
Trim Size:	8-1/8" x 10-7/8"
Bleed:	8-3/8" x 11-1/8"

## PRODUCTION REQUIREMENTS

The prepress department is Macintosh computer based. We accept PDFs that are PDF/X-1a compliant. All colors should be converted to CMYK, raster images at 300 dpi. 1/8 inch bleed all around for Full Page ads. Safe area is 1/8 inch all around. Proofs must be supplied or an additional charge will be incurred.

## ISSUANCE AND CLOSING DATE

Published bimonthly. Editorial closing is 45 days preceding cover date. Example: Winter issue closes Nov 15 for advertisements. No cancellation will be accepted after a closing date. When new copy is not furnished on or before the closing date for advertising firms, Neonatal Intensive Care is authorized to repeat the advertisement which last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until

ten days before publication date, Neonatal Intensive Care may offer a fastclose service; however, service is not available on all issues, Contact Publisher to confirm fast-close availability for a specific issue. If no fast-close is available, late copy must be inserted at blue line, requiring a noncommissionable payment of \$100 additional. Cover schedules can be canceled only on a 90-day notice before closing date.

## INSERTS SUPPLIED BY ADVERTISER

Standard, multi-fold, and die-cut inserts accepted. Back-up charge for single sheet insert: \$1015 plus binding charge (contact publisher for current rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts are to be shipped prepaid. Stock: minimum 60-lb., maximum 100-lb. Inserts to be backed must be white coated or equivalent.

## RATE PROTECTION

Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short-rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. All orders are accepted subject to conditions stated on this card. Frequency discounts apply only to space used within a calendar year.

## COMMISSION

Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and position if total amount due is paid in full within 30 days from insertion date, otherwise no agency commission is allowed.

## PAYMENT POLICY

Invoices are rendered at date of publication and are due 10 days following publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agents ordered and which advertising was published.

## PRODUCTION CHARGES

There is a charge for all production work, including typesetting: contact publisher for schedule of charges. All production charges are noncommissionable.

## GENERAL

All advertisements are accepted and published by the publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

# GOLDSTEIN & ASSOCIATES, INC.

# neonatal INTENSIVE CARE

## **Paper Beats Digital For Information Retention Research, Comprehension Experts Agree**

Los Angeles, CA — As more people acquire digital devices, comprehension experts warn that print is far superior when it comes to information retention.

An article in ScienceNordic said that, “numerous studies show that when you read a text on paper your understanding is deeper and longer lasting than if you read that same text on a computer.”<sup>1</sup>

According to Anne Mangen, a professor at the National Centre for Reading Education and Research at the University of Stavanger, in Norway, the text you read in digital form simply doesn't have the same tangibility as on the printed page.<sup>2</sup> When Mangen tested people reading the same material both digitally and in print, those who had read the story in print fared significantly better, making fewer mistakes and re-creating an over-all more accurate version of the story.

Mangen warns educators in particular to not get rid of paper based on a blind faith in digital technology. “The results clearly demonstrated that those who had read on computer screens had understood less than those who read on paper.”<sup>1</sup>

The problem of skimming has been highlighted by Ziming Liu, a professor at San Jose State University whose research centers on digital reading. Liu reviewed studies that compared print and digital reading experiences, supplementing their conclusions with his own research, and he found that “on screen, people tended to browse and scan, to look for keywords, and to read in a less linear, more selective fashion. On the page, they tended to concentrate more on following the text.”<sup>2</sup>

About Goldstein& Associates Inc:

Goldstein & Associates Inc is the publisher of Neonatal Intensive Care and Respiratory Therapy.

For more information, please contact:

Steve Goldstein, Publisher

s.gold4@verizon.net

310-443-4109

References:

(1) <http://sciencenordic.com/paper-beats-computer-screens>

(2) <http://www.newyorker.com/science/maria-konnikova/being-a-better-online-reader>

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