

# MEDIA PACK

THE JOURNAL OF THE BRITISH DERMATOLOGICAL NURSING GROUP



# DERMATOLOGICAL NURSING

March 2018 Vol 17 Issue 1

EDITORIAL	Celebrating 50 years of the Psoriasis Association Understanding the risks of paraffin-based emollients
CLINICAL SKILLS	Reflection in practice: Communication with a teenager Enhancing patient education What's the best emollient for eczema?
CLINICAL REVIEW	Overview of updated BAD guidelines for biologic therapy for psoriasis
CASE HISTORY	Wound management of a surgically-excised keloid scar Skin cancer: 60 years on the legacy of Christmas Island and the Pacific H-bomb tests: Codename 'Operation Grapple'
HISTORICAL FOCUS	Cosmetics: There's more than meets the eye
ASK THE PHARMACIST	Understanding the mode of action for ivermectin in papular rosacea
PATIENT VOICE	Common, but no less debilitating: Living with psoriasis
NEWS & VIEWS	<ul style="list-style-type: none"><li>• UK DCTN: Update on activities</li><li>• News from the sub-groups</li><li>• Professor Steven Ersser receives Sigma International Hall of Fame award</li></ul>



# Introduction

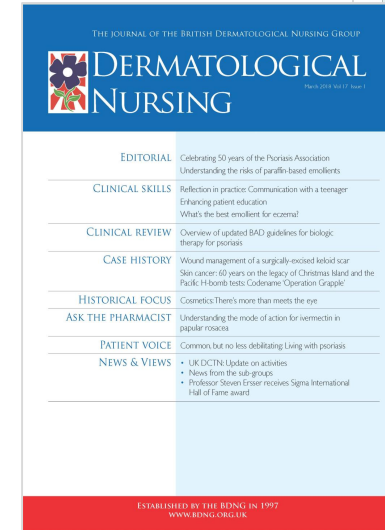
Dermatological Nursing is the official publication of the British Dermatological Nursing Group (BDNG). Published quarterly in March, June, September and December, it is the only peer reviewed journal in the UK to concentrate on the nursing care of dermatological patients.

Dermatological Nursing aims to educate and disseminate evidence based dermatological nursing practice by providing:

- Editorials
- High quality, peer reviewed clinical reviews, clinical research and audits
- Best practices clinical skills articles
- Case histories and policy reviews
- Pharmacology focus
- News and views from the BDNG and the wider dermatology community
- Patient insights
- UK and International conference reports

In addition to this, Dermatological Nursing regularly features

- Product reviews
- Supplements
- Event listings
- Recruitment advertising





## Dermatological Nursing Readership

Dermatological Nursing is a key benefit for BDNG membership and is distributed to over 1750 members throughout the UK and Ireland as well as being available online.

Although focused on dermatology nursing in the British Isles, Dermatological Nursing has a global reach with members in the United States, Canada, Australia, New Zealand and Singapore. This is indicative of the quality and breadth of topics covered in this specialist journal.

Non Medical Prescribing has revolutionised nursing and is particularly prevalent amongst our membership. This allows our members to prescribe the full range of dermatological products and has led to improved patient care.

Dermatological Nursing provides exposure and access to key dermatology nurses who have the capacity to influence the selection of products and services.

### **BDNG Membership**

**51%** of BDNG members are Clinical Nurse Specialists/Nurse Practitioners

**52%** of BDNG members are NHS Band 6 or above

**55%** of BDNG members are registered Non Medical Prescribers

**81%** of BDNG members run Nurse Led Clinics

**64%** of BDNG members influence new patient services

**68%** of BDNG members influence decisions on new medical products and equipment

Source: BDNG membership database, 2017



## What do our readership like about Dermatological Nursing

The high quality of work that goes into all of the journal

Relevance to dermatology and my practice

The only clinical journal that provides specifically for my needs as a dermatology nurse

Broad range of topics written by experts

Everything. Always something of interest. I keep mine in the department as a resource for us all.

Easy to read, great clinical articles, hearing other nurses experiences and online access

Source: BDNG membership survey, 2017



## Advertising Rates

	Half page	Full page		
Standard page	£875	£1595	Product review	£3500
<b>Special positions</b>			Supplement 24/28 pp	£15000
Inside front cover	£1725		Wrapper	£3000
Outside back cover	£1800		Tip on	£3000
Inside back cover	£1725		Reprints	POA
Double page spread	£2795		<b>Inserts</b>	
Product News	£295 (125 words and 1 image)		Loose inserts (under 10g)	£1100
			Loose inserts (over 10g)	£1430
Study day/course advertising	£525		<b>Discounts</b>	
Recruitment advertising (plus web advert)	£245		Agency commission	10%
Website banner advertising	£495 per month			



# Product Reviews

## Benefits include:

- A wide audience beyond the extensive journal readership
  - Product reviews are read and referred to by department staff over a long period of time
  - Individual nurses often keep product reviews to distribute to primary care staff or when training junior nurses
  - Working in partnership with a professional organisations, such as the BDNG, gives the product review a stamp of quality and credibility
  - The BDNG will provide you with feedback on your review
- Your Product Review would be written by a leading clinician and you would be able to nominate a chosen nurse with recommendations by the BDNG is required
  - The review would be a 2-3 page article on your product
  - A full page article could be secured next to your review at an additional cost
  - The review would be placed on the BDNG website with global reach
  - Additional charges would apply for reprints

The collage displays three sample product review articles. The top article, titled 'SINGLE-USE SURGICAL INSTRUMENTS FROM BLINK MEDICAL', features a red header and a photograph of surgical instruments. The middle article, 'SLS-FREE PRODUCT RANGE FROM T+R DERMA', has a red header and shows various skin care products. The bottom article, 'ELIDEL CREAM (PIMECROLIMUS 1%)', includes a red header, a photograph of the cream tube, and detailed text about its use for atopic eczema. Each article includes a 'Product Review' label in a red box.



## Supplements

Dermatological Nursing Supplements are excellent education resources highly valued by dermatology nurses. They are published and distributed alongside an edition of the journal as well as being available online.

Dermatological Nursing is committed to producing evidence based practical supplements to enhance nursing practice and to maintain the highest standards of patient care.

Supplements generally comprise of an editorial and up to five articles by leading experts in the topic area.

A Clinical Editor will be appointment to project manage the production of supplements and work in partnership with the sponsor.





# Dermatological Nursing Online

Our quarterly prestigious journal is complemented by regular online updates at [www.bdnng.org.uk](http://www.bdnng.org.uk) with a dedicated section for Dermatological Nursing.

Exclusive online content includes all articles, published ahead of print, with eleven years archive of articles and supplements.

With close to 6,000 page impressions monthly, banner advertising on our homepage is an opportunity to raise brand or campaign awareness.

BDNG  
British Dermatological Nursing Group

Home Events DN Journal Members More

Jobs Online Member Login

Find out more >

Enstilar<sup>®</sup>

A topical combination treatment for adult plaque psoriasis... that is more effective than its individual components... at achieving clear or almost clear skin!

LEO

About the BDNG

The British Dermatological Nursing Group (BDNG) was established in 1989 to offer an independent speciality group of nurses and healthcare professionals with an interest in dermatology.

Aims of the BDNG

The aims of the BDNG are to:

- Promote the development of the highest standard of care for the patient receiving dermatological care;
- Promote the development and recognition of the nurse's role in dermatology, for the benefit of the patient;
- Promote and support education of nurses for their role in dermatology;

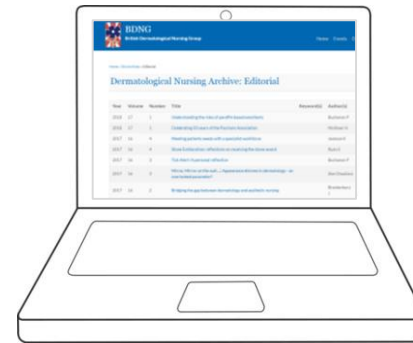
Membership

Membership of the group is open to anyone interested in dermatological nursing upon application.

Registered nurses from the UK and Ireland working in dermatology may apply for **Ordinary Membership**.

All other health care professionals and overseas nurses may apply for **Associate Membership**.

DN Journal  
DN Advertising  
Becoming an Author  
DN Supplements  
DN Editorial Board  
DN Archives  
Latest DN journal



The website is fully compatible with all devices





## Production and Deadlines

<b>Publication dates</b>	<b>Copy to be received</b>	<b>Dates for receipt of inserts</b>
March 2019	18 February 2019	25 February 2019
June 2019	20 May 2019	27 May 2019
September 2019	12 August 2019	19 August 2019
December 2019	11 November 2019	18 November 2019



## Mechanical Data

<b>Full page</b>	Trim type is A4, advert to be 297h x 210w (mm) with 3mm bleed all around		
<b>Half page advert</b>	<b>Type area</b>	<b>Trim</b>	<b>Bleed</b>
<b>Portrait</b>	252h x 90w (mm)	297h x 105w (mm)	303h x 111w (mm)
<b>Landscape</b>	123.5h x 180w (mm)	148.5h x 210w (mm)	154.5h x 216w (mm)
<b>Materials required</b>	<p>We can accept most electronic files produced using professional publishing software. This does not include word processing packages such as Microsoft Word.</p> <p>Our preferred file format is high resolution, print ready PDF files created using Distiller press settings with all fonts embedded, no RGB images present and 3mm bleed added.</p> <p>All bookings must be made with Peter Sayer at the BDNG invoicing address: <a href="mailto:sayer.peter@gmail.com">sayer.peter@gmail.com</a></p> <p>All materials should be sent to <a href="mailto:tony.pitt@pavpub.com">tony.pitt@pavpub.com</a></p> <p>Loose inserts – delivery details will be given upon booking</p>		



## Contacts

---

### **Advertising**

Peter Sayer            [sayer.peter@gmail.com](mailto:sayer.peter@gmail.com)  
07802 583726

### **Managing Editor**

Rob Mair              [rob.mair@pavpub.com](mailto:rob.mair@pavpub.com)  
01672 512270

All materials should be sent to [tony.pitt@pavpub.com](mailto:tony.pitt@pavpub.com)