HOW YOU CAN ADVERTISE IN OUR UPCOMING 2022 ISSUES

FEATURES & BENEFITS

EXCLUSIVE CONTENT
Exclusive content including articles, infographics, and career advice for underrepresented nurses in the US

INTERACTIVE ENGAGEMENT
Available interactive engagement with audio, video, and responsive PDFs

PERFORMANCE ANALYTICS
Data-driven metrics provide analytics for your campaign’s performance

RESPONSIVE DESIGN
Responsive design for mobile, desktop and tablet devices

2022 MINORITY NURSE DIGITAL MAGAZINE

WHO DO WE REACH?
Connect with our audience of 2.9M+ U.S. nurses and deliver your message to underrepresented communities of nurses across the US.

 MinorityNurse.com Delivers Award-Winning Diversity Nursing News

Demographics
• African-American nurses
• Hispanic-American nurses
• American Indian nurses
• Asian-American nurses
• Asian Pacific nurses
• LGBTQ nurses
• Men in nursing
• Nurse veterans

Degree Levels
• 19% ADN
• 47% BSN
• 31% MSN
• 2% DNP
• 1% PhD

OUR PARTNERS

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2022 EDITORIAL SCHEDULE

February
- Diversity Focus | DNP Programs

March
- Focus on FNP Programs

May
- Nurses Week

July
- Salary Survey | Nursing Careers

September
- Education | RN to MSN Programs

October
- Nursing Innovation | Informatics

November
- Nurse Practitioners | MSN Programs

2022 SCHEDULE & RATES
INQUIRE FOR DISCOUNTS

Premium: $9,950
- Full Page Color Ad in an Issue of Minority Nurse, Reaching 1.2M Digital Readers A Year
- Targeted Email Blast to 10,000 nurses within opt-in Minority Nurse Email List
- 3 Month Nursing Passport Virtual Event Booth

Standard: $4,950
- Full Page Color Ad in an Issue of Minority Nurse, Reaching 1.2M Digital Readers A Year
- Targeted Email Blast to 10,000 nurses within opt-in Minority Nurse Email List

Basic: $2,960
- Full Page Color Ad in an Issue of Minority Nurse, Reaching 1.2M Digital Readers A Year

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Mechanical and Production Requirements

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- TIFF, PDF, or EPS files only
- All fonts and logos embedded
- 4-Color (CMYK) files at 300 dpi
- Grayscale files at 200 dpi
- Line art at 1200 dpi