

MEDIA KIT 2021



McKnight's



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McKnight's
LONG-TERM CARE NEWS

McKnight's
SENIOR LIVING
News, perspective and analysis



PRINT RATES

FREQUENCY	1x	6x	12x	24x	Rate Protected
Display Advertising					
Full Page	\$9,400	\$7,570	\$7,275	\$7,110	\$7,060
1/2 page	\$7,030	\$5,715	\$5,540	\$5,385	\$5,380
1/4 page	\$5,440	\$4,580	\$4,450	\$4,260	\$4,300
Bottom Line	\$1,990	\$1,770	\$1,550	\$1,440	\$1,500

Spread Advertising

Page	\$12,890	\$14,240	\$13,590	\$13,240	\$13,190
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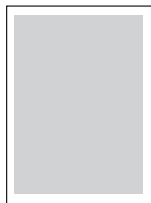
*please supply spread pdf as 2 separate files

Classified Advertising

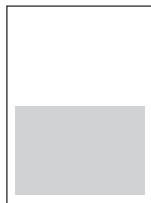
1/4 page	\$1,990	\$1,890	\$1,770	\$1,750	\$1,720
1/2 page	\$2,540	\$2,350	\$2,200	\$2,110	\$2,150

*All pricing is 4-color net rates

PRINT SPECS



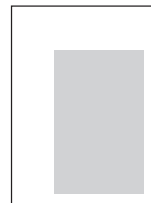
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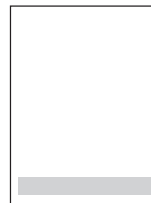
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1/2 Vertical
3.25" w x 9.5" h



1/2 Square Island
5" w x 6.75" h



Bottom Line
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Issue trims at: 7.75" x 10.50"

Full page bleed: 8.00" x 10.75"

Full page non-bleed: 7.25" x 10.00"

Set trim marks to: 7.75" x 10.50"

All materials must be supplied as high-resolution pdfs

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McKnight's

LONG-TERM CARE NEWS

CELEBRATING 40 YEARS
McKnight's
1971 ANNIVERSARY

Flu-COVID-19 combo feared

By Lisa Berger

The prospect of the flu and COVID-19 hitting at the same time in the fall offers a uniquely daunting situation for providers. Following certain protocols, however, will help, experts said.

Practicing social distancing, mask wearing and handwashing — all of which help mitigate the spread of COVID-19 — “are not only going to affect COVID-19 but other respiratory viruses,” as well, Robert Heffelford, M.D., director of the Centers for Disease Control and Prevention, told McKnight’s in July.

Similarly, he said, the best time to play a “chopper” role this year is to bring some care facilities, where staff vaccination rates have remained below 70%, he said.

Nancy Lambert, a consultant chairman for Chemera, a CVS Health company, agreed.

“Everybody on the morning news said we had to resume their vaccination,” she said during a McKnight’s webinar in August.

Many myths persist with the flu vaccine, she noted, including the misconception that it can cause the flu and Alzheimer’s disease. ■

For more about the interview with CDC Director Heffelford, see page 4.

Story of survival

Pandemic continues to push the field to its limits

For more coronavirus coverage, see pages 3, 6, 10, 14, 16, 30

Our annual survey on LTC attitudes

Residence shows Page 20-21

Technology Page 22-23

Compliance Page 24-25

Payment & Policy Page 26

Legal Matters Page 27

Design Decisions Page 28

Operations Page 29

Business Page 30

2021 TRADE SHOWS

NIC Spring Investment Forum
3/2-3/4 Dallas, TX

LeadingAge Peak Summit
4/19-4/21 Washington, DC

ACHCA
4/19-4/22 Baltimore, MD

Argentum Executive Conference
5/10-5/12 Nashville, TN

NADONA National Conference
June 13-16, Niagra Falls, NY

WOCN Annual Conference
June 27-30, Orlando, FL

AHCA/NCAL Convention
10/10-10/13 Washington, DC

NIC Fall Conference
10/12-10/14 Chicago, IL

LeadingAge Annual Meeting
10/24-10/27 Atlanta, GA

EDITORIAL CALENDAR

ISSUES/DEADLINES	Focus On #1	Focus On #2	How To	Buyers Source	Industry Events
January/February Space 12/11/20 Material 12/15/20	MEDICATION MANAGEMENT	IT	INFECTION CONTROL	BATHING/LIFTS	
March Space 2/8/21 Material 2/11/21	LAUNDRY-INFECTION CONTROL	FINANCE	IT	DESIGN: FURNISHINGS & FURNITURE	NIC SPRING INVESTMENT FORUM MCKNIGHT'S ONLINE EXPO
April Space 3/8/21 Material 3/11/21	IT	REHABILITATION	SKIN CARE - INCONTINENCE	LAUNDRY/ HOUSEKEEPING	LEADINGAGE PEAK SUMMIT ACHCA CONVOCATION
WORKFORCE DEVELOPMENT GUIDE — Space 3/4/21 Material 3/8/21					
May Space 4/7/21 Material 4/8/21	RENOVATION/ DESIGN	BATHING/ LIFTS	FINANCE	WOUND CARE/ INFECTION CONTROL	ARGENTUM EXECUTIVE CONFERENCE
June Space 5/12/21 Material 5/13/21	WOUND CARE	INFECTION CONTROL	MEDICATION MANAGEMENT	MEDICATION MANAGEMENT	WOCN ANNUAL CONFERENCE NADONA NATIONAL CONFERENCE
INFORMATION TECHNOLOGY SUPPLEMENT — Space 5/3/21 Material 5/6/21					
July/August Space 6/14/21 Material 6/17/21	SKIN INTEGRITY	LAUNDRY-CHEMICAL	RESIDENT SECURITY	SOFTWARE SOURCE/ LENDER SOURCE	
September Space 8/10/21 Material 8/12/21	STAFFING	INFORMATION TECHNOLOGY	BATHING/LIFTS	RESIDENT SECURITY	MCKNIGHT'S FALL ONLINE EXPO
DEALMAKER'S HANDBOOK — Space 9/3/21 Material 9/8/21					
October Space 9/10/21 Material 9/10/21	RESIDENT SECURITY	MEDICATION MANAGEMENT	REHABILITATION	INFECTION CONTROL/ WOUND CARE	AHCA/NCAL CONVENTION NIC FALL CONFERENCE
November Space 10/8/21 Material 10/14/21	FINANCE	WOUND CARE	PROFESSIONAL DEVELOPMENT/ ONLINE EDUCATION	CONTINUING EDUCATION	LEADINGAGE ANNUAL MEETING
December Space 11/8/21 Material 11/11/21	INFORMATION TECHNOLOGY	INFECTION CONTROL	DESIGN	SKIN CARE & INCONTINENCE	
INDUSTRY DIRECTORY — Space 11/18/21 Material 12/1/21					

PRINT RATES

FREQUENCY	1x	6x	12x	24x	Rate Protected
Display Advertising					
Full Page	\$5,300	\$5,200	\$4,950	\$4,545	\$4,800
1/2 page	\$3,860	\$3,830	\$3,760	\$3,490	\$3,644
1/4 page	\$2,975	\$2,950	\$2,910	\$2,750	\$2,825
Bottom Line	\$1,190	\$1,090	\$1,030	\$975	\$1,000

Spread Advertising

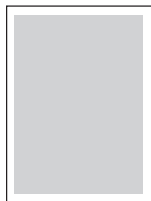
Page	\$9,850	\$9,520	\$9,140	\$8,210	\$8,900
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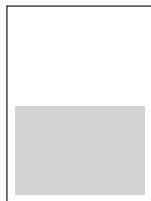
1/4 page	\$1,650	\$1,460	\$1,365	\$1,290	\$1,350
1/2 page	\$2,250	\$2,165	\$2,110	\$2,030	\$2,050

*All pricing is 4-color net rates

PRINT SPECS



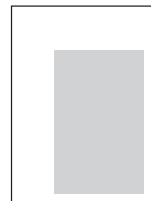
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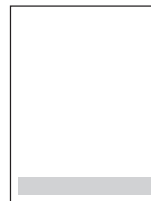
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February Space 1/11/21 Material 1/14/21	DEMENTIA ENGAGEMENT	IT	STAFFING	
April Space 3/16/21 Material 3/12/21	FOOD SERVICE	MEDICATION SERVICES & DELIVERY	IT	ARGENTUM EXECUTIVE CONFERENCE
WORKFORCE DEVELOPMENT GUIDE — Space 3/4/21 Material 3/8/21				
June Space 5/6/21 Material 5/14/21	DESIGN: FURNITURE & FURNISHINGS	BATHING/LIFTS	RESIDENT SECURITY	MCKNIGHT'S ONLINE EXPO
INFORMATION TECHNOLOGY SUPPLEMENT — Space 5/3/21 Material 5/6/21				
August Space 7/9/21 Material 7/14/21	SKIN INTEGRITY	DINING	DESIGN: RENOVATION/NEW CONSTRUCTION	
October Space 9/7/21 Material 9/9/21	REHABILITATION	LAUNDRY/INFECTION CONTROL	RESIDENT SECURITY	AHCA/NCAL CONVENTION NIC FALL CONFERENCE
DEALMAKER'S HANDBOOK — Space 9/3/21 Material 9/8/21				
December Space 11/9/21 Material 11/16/21	FINANCE	IT	RESIDENT SECURITY	
INDUSTRY DIRECTORY — Space 11/18/21 Material 12/1/21				