



Wound Care &  
Hyperbaric Medicine  
MAGAZINE • RESOURCE GUIDE • CALENDAR

2013

# Distribution and Circulation

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Wound Care and Hyperbaric Medicine is an elite collection of publications brought to you by the industry's leader in literary resources, Best Publishing Company. The WCHMedia Group consists of an annual pictorial calendar detailing industry events, meetings, and dates; a complete industry-related resource guide complete with relevant company and product listings; and a quarterly magazine that includes articles about the latest research, case studies, and technologies in diving medicine, hyperbaric medicine, and wound care.

Our company distributes titles to government agencies, hospitals, physicians, clinics, libraries, universities, bookstores, commercial dive organizations, dive shops, museums, and hyperbaric chamber operators around the world.

The resource guide and calendar are included as bag inserts at the Undersea & Hyperbaric Medical Society's Annual Scientific Meeting, at all regional UHMS chapter meetings, the annual WDMED Conference and Expo in Palm Beach, FL, and other relevant meetings and educational symposia throughout the year. These publications are also distributed to our large database of advertisers and annual WCHM subscribers.

Our suite of publications see worldwide distribution and maintain a devoted following of readers, advertisers, and contributing authors.



## **Demographic:**

Our readers include scientists, researchers, physicians, nurses, technicians, therapists, educators, and companies and organizations looking to remain abreast of the most current research and topics of discussion related to hyperbarics and wound care.

Wound Care &  
Hyperbaric Medicine

# Design

Don't have the time or staff to design your ad? Let our professional designers create one for you! The WCHMedia Group offers an affordable plan for our clients. Not only will we create your ad, but we will e-mail you a digital proof for your approval before we go to print.

\*Design cost is \$40 per hour

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Preferred file formats: InDesign, EPS, TIFF, JPG, PDF (for MAC or PC).

## Check out the ads we created for some of our current clients!

**American Baromedical Corporation**

American Baromedical Corporation is a national wound care management firm focused on partnering with hospitals and physicians to consult, train, develop and operate comprehensive wound care and hyperbaric medicine programs.

We believe the culture of every health care organization is unique and, therefore, we customize each agreement to match the needs and expectations of the partner.

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**3<sup>rd</sup> Annual Conference & Expo**  
August 3<sup>rd</sup> - 5<sup>th</sup> 2012  
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# 2013 Editorial Calendar\*

**COVER ARTICLE**



**CENTRAL RETINAL ARTERY OCCLUSION - A CONTINUING LOOK AT HYPERBARIC OXYGEN THERAPY AS A TREATMENT FOR THIS VASCULAR EVENT**  
By J.L. WILLIAMS, M.D., BRIGGS, JR., M.D., STENMETZ, J.S., PETERS, S.O., SINDIVE  
DEPARTMENT OF HYPERBARIC MEDICINE, TULLAHASSEE COMMUNITY HOSPITAL, TULLAHASSEE, FLORIDA, USA 32068

**BACKGROUND:** A study in retrospect, although now continuing, to determine vision improvement (number of treatments x time between treatment and presentation) using a standardized protocol v. a randomly picked group not treated with HBOT.

**METHODS:** Patients in the region presented signs and symptoms such as deterioration in vision, acute loss of vision, and/or changes in the eye along with visual change associated with ischemic tissue damage. After the etiology was determined to be a vascular event, either HBOT or other recognized modalities were selected. In a hyperbaric oxygen therapy control was ordered, the patients were treated on the local Bariatric Memorial Hospital and at Tallahassee, JAMA, Vol. 7, No. 1, 1992, page 33-42. Time from event to presentation ranged from greater than 28 hours to less than four hours. Patients with vascular events not treated with HBOT were treated with other modalities such as paracetamol or eye massage. The non-HBOT group had time ranging from greater than 120 hours to less than 12 hours from result to definitive care. Vision status was monitored using the standard eye chart.

**RESULTS:** Eight patients treated on the standard protocol had an improvement rate, on average, of 5.125 visual acuity gradations with an average of 35 hours between result and presentation. Seven out of eight patients treated with HBOT experienced improvement. Two of the patients had result greater than 24 hours; one improved remarkably; the other did so, certainly. Eight non-HBOT patients had an improvement rate, on average, of 2.125 visual acuity gradations with an average of 38.5 hours between result and traditional treatment. Only 58 percent of non-HBOT patients had any improvement.

**CONCLUSION:** HBOT is a logical treatment for central retinal artery occlusion. The conventional study demonstrates improvement of vision using HBOT when the occlusion is under 24 hours, and further study will be needed to determine effectiveness of treatment after a 24-hour period has elapsed.

**Addresses Abstract In Circumstance >>>>**  
A retrospective study of central retinal artery occlusion treated with hyperbaric oxygen therapy in 2004 compared with a randomly picked group of patients not receiving hyperbaric oxygen therapy.

WCOR - 25

**WOUND CARE**

**Healing of the Human Foot**

**A Dermagraft® Case Study Presented by:**  
Juan O. Bravo, MD, CWS, FACHM, FACCWS

**PATIENT HISTORY:** Patient is a 35-year-old male with a history of type II diabetes with a foreign body embedded in the foot that he "discovered" in 2 weeks, he performed debridements of his own foot using a kitchen knife and developed a cellulitis requiring hospitalization and surgery.

**WOUND TREATMENT & OUTCOME:** Patient had debridement in operating room with extensive debridement of infected bone and it amputated for 4 weeks, HBOT, total contact casting, and Dermagraft healed wound in 35 days. There was no exposed bone since it had remained in surgery. Wound was debrided aggressively the first week, but once weekly Dermagraft applications began, initial debridement was unnecessary. HBOT was used for only one week after first application of Dermagraft, then TCC and 2 more Dermagrafts continued to eventually heal the wound.

**DANGERS:** Region of diabetes ulcer from a foreign body in foot. Upon first arrival the patient made the doctor aware that he had 8 weeks to heal from what he was facing for insurance.



**DATE: 1/8/09**  
Pre-Debridement  
Wound Size: 2.5cm x 3cm x 3cm

**DATE: 7/15/09**  
1st Dermagraft Application  
Wound Size: 1.5cm x 4cm x 4cm

**DATE: 7/27/09**  
2nd Dermagraft Application  
Wound Size: 2cm x 2cm x 2cm

**DATE: 8/6/09**  
3rd Dermagraft Application  
Wound Size: 2cm x 2cm x 2cm

**DATE: 8/13/09**  
Healed

WCOR - 11

**The 25th Annual Clinical Symposium on Skin and Wound Care**  
Orlando, FL  
Photo and article by Jennifer Heining

**SOCIETY NEWS**



**Over 2,000 People Attended**

The 25th annual Clinical Symposium in Orlando, Florida had a record attendance of "over 2,000 people" according to Tom Nagelberg, Member Services Manager of the Wound Ostomy and Continence Nurses Society. The conference took place at the Gaylord Palms hotel in Orlando, Florida from September 20th to October 3rd.

Although on the first day vendor focus conflicted with several of the sessions, the buffet setup inside the convention center's exhibit hall kept people lingering longer.

"The vendors focus on days two and three were ideal since they did not compete against my session taking place," said Nagelberg. "Offices usually show their attendees like the hall with lunch being served and many people stayed after their sessions."

**"The setup of the hotel, meeting space, and exhibit hall together is extremely well done at the Gaylord."**  
- Nagelberg

A total of 82 vendors showcased their products and a fine game live demonstrations, had informative speakers, or provided guests with handouts to reach visitors. Attendees included nurses, physicians, podiatrists, physical therapists, dietitians, and more.

"Overall, the response was good from both WOCN members as well as non-members that visited our booth," said Nagelberg.



About 50 sessions and workshops gave guests the opportunity to learn the latest information in the wound care field and gave nurses the chance to earn continuing education hours. Top speakers gave insights on how to properly care for different types of wounds such as an author, president of Wound Care Dynamics and director of the annual skin and wound care symposium, Sharon Baranick.

WCOR - 44

## January-March 2013:

- \*Management Company Profiles
- \*Monoplace Chamber Comparison
- \*Pressure Ulcers

Deadline: February 15, 2013

## April-June 2013:

- \*Training Companies: Wound Care & Hyperbaric Medicine
- \*Education: Online vs. Live
- \*Bioengineered Skin Substitutes

Deadline: May 17, 2013

## July-September 2013:

- \*UHMS Conference Recap Issue
- \*Debridement Update
- \*Safety: MDROs in the Wound Care Environment
- \*Legal Aspects of Wound Care
- \*Liability & Documentation

Deadline: July 19, 2013

## October-December 2013:

- \*DAN/UHMS/WCEP Conference Recap Issue
- \*Wagner Grade Scale: Relevant or Inadequate?
- \*Emergency HBO: The State of Practice

Deadline: October 18, 2013

\* Our monthly editorial guide does not include the magazine in its entirety, only chosen topics.

## In Every Issue

### Wound Care

Wound Care Q. & A. Column

### Cover Article

### Hyperbaric Medicine

### Safety

### Quality

### Reimbursement

### Compliance

### Legal

### Book Reviews

### Press Releases

### Society News

Notes from the BNA

### Education

Courses and Meetings

### Advertiser's Index

Wound Care & Hyperbaric Medicine

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1. All advertisers must fill out insertion order before any ad arrangements are made.
2. After the insertion order is filled out, the proposal cannot be modified unless client is adding to the order.
3. Advertisers are to pay in full prior to print of publication.
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## OUR SERVICES

At Best Publishing Company, we pride ourselves in providing you with outstanding customer service and competitive pricing. We guarantee maximum exposure for your ad within the industry of wound care and hyperbaric medicine.

## About

Our quarterly magazine includes specialized wound care and hyperbaric case studies from top doctors around the world, a map of wound centers throughout the U.S., educational information from CEOs of the industry's best wound care and hyperbaric companies, field-specific classifieds, and topics on diving medicine.

Our Society News section will recap the details of the UHMS's Annual Scientific Meeting and other large industry-related events.

## Distribution:

Our WCHMedia Group collection, which consists of the magazine, resource guide, and calendar, are distributed to our database of subscribers, which includes doctors, nurses, respiratory therapists, and CHTs in hospital wound care and hyperbaric programs throughout the United States. These publications are also distributed at major conferences in the U.S. and internationally, which affords maximum exposure for our advertisers.

## MAGAZINE ADVERTISING RATES

### 4 COLOR OR BLACK & WHITE

	1x	2x	3x	4x
2 Page Fold-Out (inside cover or back cover)	\$6,250	\$6,075	\$5,900	\$5,725
2 Page Spread (Interior)	\$4,900	\$4,725	\$4,550	\$4,375
Inside Front Page	\$3,150	\$2,993	\$2,835	\$2,675
Back Cover	\$3,500	\$3,325	\$3,150	\$2,975
Inside Back Page	\$3,150	\$2,993	\$2,835	\$2,675
Full Page (Interior)	\$2,450	\$2,325	\$2,205	\$2,080
1/2 (Vertical)	\$1,900	\$1,805	\$1,710	\$1,615
1/2 (Horizontal)	\$1,900	\$1,805	\$1,710	\$1,615
1/4 (Vertical)	\$1,400	\$1,330	\$1,260	\$1,195
1/4 (Horizontal)	\$1,400	\$1,330	\$1,260	\$1,195

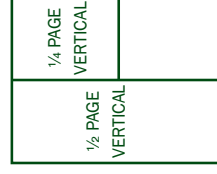
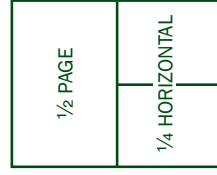
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Our readers include scientists, physicians, nurses, technicians, researchers, and industry professionals.

## MECHANICAL SPECIFICATIONS

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Full Page	8.75" x 11.25"	8.5" x 11"
1/2 (Vertical)	4.375" x 11.25"	3.625" x 10.25"
1/2 (Horizontal)	N/A	7.75" x 5.125"
1/4 (Vertical)	3.875" x 5.125"	3.5 x 5.125"
1/4 (Horizontal)	3.875" x 2.5"	3.5" x 2.5"



Artwork should be provided in digital format. All artwork must be formatted to the exact size indicated on the Rate Sheet in CMYK at a resolution of at least 300 dpi. All graphic submissions must be accompanied by a 100% hardcopy. Artwork can be sent via e-mail to [cchong@bestpub.com](mailto:cchong@bestpub.com).

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- MAC or PC

\* Please be sure to include all fonts and images related to digital files, otherwise before sending your document, please rasterize/flatten/create outlines on any text used in your advertisement.

## Accepted media include:

- CD-R
- DVD-R
- E-MAIL

Proofs will be provided prior to publication. If you need help setting up your advertisement or adjusting images to our specifications, please contact:

Cynthia Chong, Art Director: 561.776.6066 Ext. 304

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## Deadline

For submission deadlines for artwork or advertisements in the WCHM magazine, see the 2013 Editorial Calendar.

## IN EVERY ISSUE\*

### Wound Care

Wound Care Q. & A. Column

Cover Articles

Hyperbaric Medicine

Reimbursement

Compliance/Safety

Quality/Lean

Legal

Book Reviews

Press Releases

Classified

Society News

Courses & Meetings

Advertiser's Index

\* Sections are subject to change according to Best Publishing Company's schedule or to newsworthy topics received.

# Wound Care & Hyperbaric Medicine

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2 Page Spread (Interior)	\$7500
Back Cover Full Page	\$6000
Inside Cover Full Page	Front — \$5000 Back — \$4500
Full Page (Interior)	\$3500
Half Page (Vertical)	\$1900
Half Page (Horizontal)	\$1900

### AD SIZES (IN INCHES)

	WITH BLEED	W/O BLOOD
2 Page Spread (Inside Cover or Back Cover)	17.25" x 11.25"	17" x 11"
2 Page Spread Interior	17.25" x 11.25"	17" x 11"
Back Cover Full Page	8.75" x 11.25"	8.5" x 11"
Inside Cover Full Page	8.75" x 11.25"	8.5" x 11"
Full Page (Interior)	8.75" x 11.25"	8.5" x 11"
Half Page (Vertical)	3.875" x 11.25"	3.5" x 10.25"
Half Page (Horizontal)	N/A	7" x 5.25"

## MECHANICAL SPECIFICATIONS

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Artwork should be provided in digital format. All artwork must be formatted to the exact size indicated on the Rate Sheet in CMYK at a resolution of at least 300 dpi. All graphic submissions must be accompanied by a 100% hardcopy. Artwork can be sent via e-mail to [cchong@bestpub.com](mailto:cchong@bestpub.com).

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#### Deadline

**The deadline for artwork or advertisement submissions to the WCHM Resource Guide is February 1, 2013.**

## CALENDAR ADVERTISING RATES

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#### FOLD-OUT CALENDAR

(TO APPEAR IN THE JANUARY EDITION  
OF THE WCHM MAGAZINE)

**SIZE: 25" X 22"**

- ☐ January - June Side  
One Main Pictorial \$ 5,000  
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- ☐ July - September Side Two  
Main Pictorial \$ 5,000  
11" X 13"

It is free to submit courses and meetings for inclusion on our calendar, which features all major industry-related events. Email details to [info@bestpub.com](mailto:info@bestpub.com) or call 561.776.6066 for more information.



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Hyperbaric Medicine

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**WCHMedia Group**



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