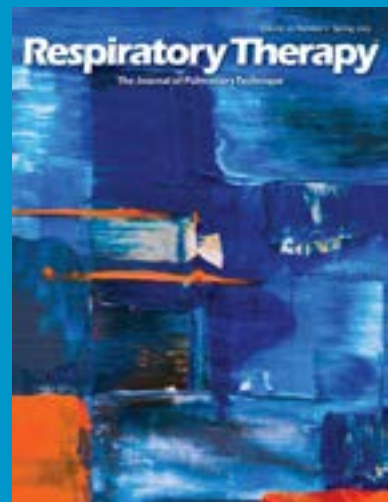
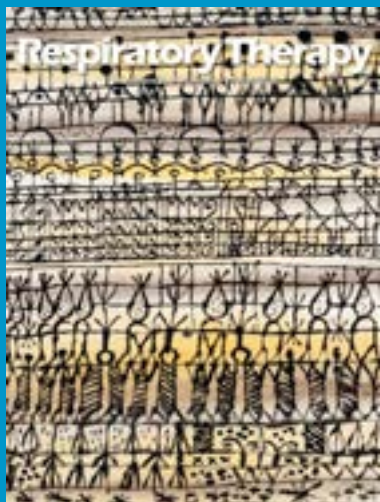


Respiratory Therapy™

The Journal of Pulmonary Technique

2026 Media Kit



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2026 Editorial Calendar

Winter • Ad Closing December 10, 2025

Special Reports: Oximetry, Ventilation, CPAP, Oxygen Delivery

Spotlights on Spirometry, CPAP, Blood Gas, Capnography, Aerosol Delivery

Ventilation Roundtable

Article due date December 1

Spring • Ad Closing February 10, 2026

Special Report: The latest clinical studies

Spotlight on Flow Meters, Resuscitation

Blood Gas Roundtable

ATS Preview

Bonus Distribution: ATS

Article due date February 1

Buyers Guide • Ad Closing June 10, 2026

Buyers Guide and Article Index – A complete guide to products and services for respiratory care, including listings by company and category of product. The Buyers Guide also includes a unique article index, by title and author, of all articles published in the journal.

Bonus Distribution: AARC, ATS

Fall • Ad Closing August 10, 2026

Special Report: Ventilation, Neonatal Respiratory Care

Spotlight on Spirometry, CPAP, Blood Gas

Sleep Roundtable

AARC Preview

Bonus Distribution: AARC

Article due date August 1

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The Journal of Pulmonary Technique

Respiratory Therapy

Respiratory Therapy, The Journal of Pulmonary Technique, is a leading medical journal serving RT managers and supervisors, as well as all caregivers providing respiratory therapy in a wide variety of clinical and therapeutic venues and modalities. Our readers are healthcare professionals in the field of respiratory therapy, pulmonology, sleep, and related disciplines, including caregivers, managers, therapists, nurses, educators, students, and others allied to the field. The scope of each issue includes original clinical studies, international reports and papers, new product reviews, product profiles and roundtables, and features highlighting management of the RT function as it relates to hospital and clinical care. Special reports feature legislative issues and news of importance to RT managers and care providers.

Editorial Content

International Clinical Focus. Respiratory Therapy features original clinical articles submitted by RTs and related specialists, including clinicians, therapists, educators, students and others specializing in respiratory care. Each issue also features specially selected articles from related international journals covering topics of relevance to respiratory care providers. Respiratory Therapy's editorial focus highlights the latest advances in respiratory therapy worldwide. Our fast-track review process ensures the timeliness of our editorial content.

News and Editorials. Respiratory Therapy's unique news section features the latest information relevant to RTs and related caregivers from international and national press reports. The news section also features summaries of the latest research, plus information about conferences and educational opportunities, book reviews and product case reports, as well as important updates on legislative and political issues invaluable to RT managers and supervisors. Also featured are viewpoints from the editor and guest commentators on all aspects of respiratory therapy, including clinical, ethical, legal and political issues.

Roundtables. Respiratory Therapy's popular Roundtables feature comments from manufacturers of the latest in products. Topics include ventilation, oximetry, blood gas, and emergency planning.

Special Reports. Special reports reports throughout the year feature sleep, neonatal respiratory care, oximetry, ventilation, and more.

Buyers Guide. An annual guide to products and services for respiratory caregivers, with a complete article and author index.

Spotlight on Products. Our regular Spotlight section is a product roundup of the latest specific types of respiratory therapy products, with editorial information provided by manufacturers. Press releases are always welcome.

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Website Ad Specs

Below are the banner ad specs for the Respiratory Therapy website.

File formats accepted:

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

File size: 150 KB or less

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

Please include a URL for when the banner is clicked.

Email the final ad file to ads@respiratorytherapy.ca
cc: s.gold4@verizon.net.

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Coming the Summer of 2026 Respiratory Therapy Annual Buyers Guide

**Returning in the Summer of 2026
Respiratory Therapy's Annual Buyers Guide
lists all companies, products, and services for
respiratory care, as well as a comprehensive
archive of articles and authors.**

The Buyers Guide is a complete one-stop resource for RTs and healthcare professionals in the fields of respiratory therapy, pulmonology, sleep, and related disciplines, including caregivers, managers, therapists, nurses, educators, students, and others allied to the field. The Buyers Guide offers all relevant categories of products and services, listed by company name and by product category. The easy-to-use format includes full company names, addresses, key contacts, phone and fax, e-mail, and web addresses. All information is updated yearly to give you the most up-to-date listings.

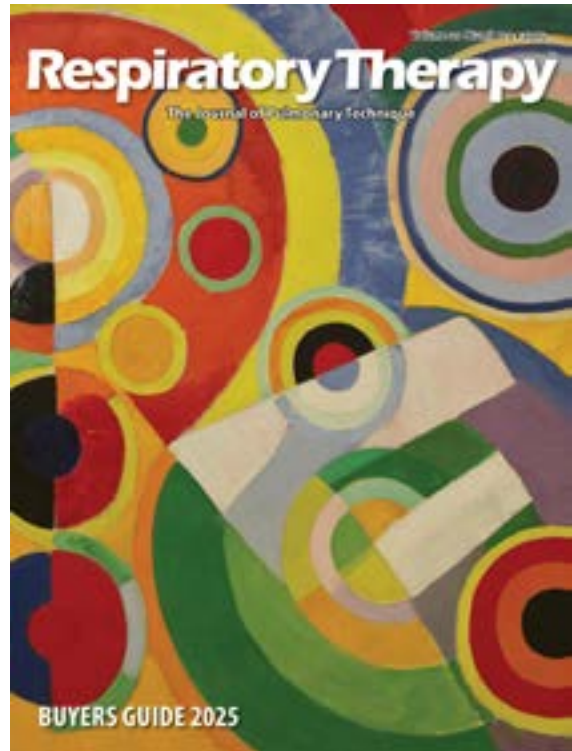
INDEX TO ARTICLES

Besides offering a complete listing of companies and products, the Buyers Guide also includes a complete reference source of all the articles we've published since our inception, by article title and principal author, making Respiratory Therapy's Buyers Guide the most unique and vital source of information for the respiratory care community.

BONUS DISTRIBUTION

The Respiratory Therapy Buyers Guide is distributed free to all participants at the major conferences and exhibitions for respiratory therapists: AARC, ATS convention.

The ad closing date for the Respiratory Therapy Buyers Guide is June 10, 2026. Please contact us for more information.



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The Journal of Pulmonary Technique

Distribution

Respiratory Therapy, The Journal of Pulmonary Technique is a controlled/paid circulation publication sent to more than 9,000 healthcare professions specializing in pulmonary care and respiratory therapy.

Circulation Breakdown as of May 1, 2025

Total Qualified Circulation	9,989
RT Managers with the title of Manager or Supervisor	3,471
Respiratory Therapists with responsibility for specifying or recommending equipment purchase	3,339
Respiratory Therapists	1,816
Educators, Researchers specializing in RT	1,164
Others allied to the field	199

Bonus Distribution

Respiratory Therapy, The Journal of Pulmonary Technique, is distributed at no cost to attendees of AARC and other major relevant meetings throughout the year. 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.

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 Respiratory Therapy 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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Editorial Opportunities

Respiratory Therapy 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 respiratory therapy and pulmonology products, techniques or relevant services in the following categories: pulse oximetry, ventilators, nebulizers, oxygen delivery and therapy, aerosol delivery, secretion clearance, spirometry, blood gas, capnography, pharmaceuticals, surfactants, diagnostics, intubation, resuscitation, pulmonary function testing, and educational products and resources. Other relevant respiratory therapy modalities and applications will also be considered.

How To Submit Editorial/Advertorial: Editorial material should be e-mailed to 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 nor do we print company name in all caps. 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, phone: (310) 443-4109.

Important Note: While we will consider all submissions for publication, we prefer clinically-oriented pieces. Respiratory Therapy retains the right to edit and/or reject all submitted material. All papers should include an author byline. In all cases and without exception, Respiratory Therapy 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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The Journal of Pulmonary Technique

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.”¹

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.² 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.”¹

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.”²

About Goldstein & Associates Inc:

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

For more information, please contact:

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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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1/2 page (island)	2575	2240
1/2 page	2340	2010
1/3 page	1770	1540
1/4 page	1495	1310
1/6 page	1230	1025

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.

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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 DEC 10 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, *RESPIRATORY THERAPY* 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, *RESPIRATORY THERAPY* may offer a fastclose service; however, service is not available on all issues, Contact

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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.

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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.

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