

# Advertising rates and specifications 2014

JOURNAL OF THE ROYAL SOCIETY OF MEDICINE



The ROYAL  
SOCIETY of  
MEDICINE

# JRSM



## **Social movements, junior doctors and health reform**

Cost effectiveness of hip replacements

Evaluation of guidelines in cardiac clinical practice

Style and substance: A new look for JRSM

[jrsm.sagepub.com](http://jrsm.sagepub.com)

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<http://jrs.sagepub.com>

 **SAGE**

# About the Journal of the Royal Society of Medicine

Highly readable with a style and clinical topic within its pages to suit almost every reader, the *Journal of Royal Society of Medicine* is the official journal of the Royal Society of Medicine. The journal features many different types of articles, from evidence-based reviews and original research papers, to editorials and personal views. An independent scientific and educational publication, it features well-argued debate and dissent on important clinical issues and, although UK-based, has articles of interest and relevance to clinicians internationally. The *journal of the Royal Society of Medicine* is increasing its focus on commissioned, high quality clinical reviews from the world's leading specialists and is starting an important series on leadership in medicine and healthcare, as well as health policy.

Contributions to the *Journal of the Royal Society of Medicine* reflect its international and multidisciplinary readership and include current thinking across a range of specialties.

## Readership profile

Clinicians, primary hospital specialists and any health professional with an interest in clinical medicine and health policy.



### Print run

8,000

### Frequency

The journal is published twelve times per year

### Current volume

107

### ISI 2012 Impact Factor\*

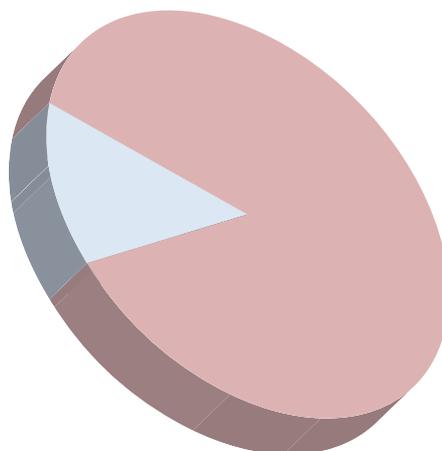
1.717

\*Thomson Scientific®

### Geographical breakdown

UK: 87%

ROW: 13%



# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	22 November 2013	29 November 2013	2 January 2014
February	21 December 2013	28 December 2013	3 February 2014
March	24 January 2014	03 February 2014	3 March 2014
April	21 February 2014	28 February 2014	1 April 2014
May	25 March 2014	02 April 2014	1 May 2014
June	24 April 2014	02 May 2014	2 June 2014
July	28 May 2014	05 June 2014	1 July 2014
August	24 June 2014	01 July 2014	1 August 2014
September	26 July 2014	01 August July 2014	1 September 2014
October	27 August 2014	04 September 2014	1 October 2014
November	24 September 2014	01 October 2014	3 November 2014
December	28 October 2014	05 November 2014	1 December 2014

## Other marketing opportunities

**Belly band:** A belly band is an advertisement that wraps around the middle of an issue. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval

**Outserts (product samples, brochures):** Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert is permitted per issue.

**Supplements:** Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

**Reprints:** Reprints of articles pertinent to your company's mission are excellent marketing support materials. They add credibility to your marketing message and give detailed information in an objective format. As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience. We can offer printed and electronic reprints, translated reprints and reprints collections. Collections may include reprints from different journals, with varying publication dates.

## E-toc alert sponsorship

## Print advertising rates – 2014

Colour rates			
Frequency	1x	3x	6x
Full page	£1,751	£1,620	£1,488
Outside back cover	£2,014	£1,862	£1,812
Inside front cover	£1,926	£1,782	£1,638
Inside back cover	£1,839	£1,701	£1,563
Half page	£979	£905	£832
Quarter page	£587	£543	£450

Black and white rates			
Frequency	1x	3x	6x
Full page	£1,185	£1,096	£1,007
Half page	£670	£619	£570

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

## Online advertising

CPM rate (cost per thousand)	£46
Minimum booking	10,000 impressions
Geo-targeting available	

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

### Available locations/sizes:

Leaderboard banner  
(one page or across entire site) – 728 x 90 pixels  
Column subtower  
(one page or across entire site) – 160 x 600 pixels

**Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.**

# Additional information

## General policy on acceptance of advertising

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## Mechanical requirements for print advertisements

Full page, bleed  
286mm x 216mm

Full page, trim size  
280mm x 210mm

Full page, type area  
250mm x 180mm

Half page horizontal  
120mm x 180mm

Half page vertical  
250mm x 85mm

**Agency commission**  
**10%**

## Bind-in cards and inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the head, foot, gutter and face of the advertisement. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

## Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Elisabetta Palanghi Sheffield for FTP instructions.

Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size. All bitmap/ line-art graphics should be a minimum of 600 dpi at the finished size.

Colour graphics must be in CMYK and/or pantones, not RGB.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

## Contact details

### Publisher:

SAGE Publications Ltd, 1 Oliver's Yard,  
55 City Road, London EC1Y 1SP, UK

### For all advertising, reprint and supplement sales:

Tamara Haq

Senior Account Manager,  
Commercial Sales

SAGE Publications Ltd.

0207 336 9122

Email:

[tamara.haq@sagepub.co.uk](mailto:tamara.haq@sagepub.co.uk)

### For artwork submission:

[popi.konstantinou@sagepub.co.uk](mailto:popi.konstantinou@sagepub.co.uk)