Advertising Rates And Specifications - 2015

Editor: **Dr Kamran Abbasi**

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 wellargued 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

Journal Statistics

Volume: 108

2014 Impact Factor: 2.019

Ranking: 45/150 in Medicine, General & Internal

Print

Circulation: 6,600

Frequency: The journal is published 12 times per year.

Online - *jrs.sagepub.com*

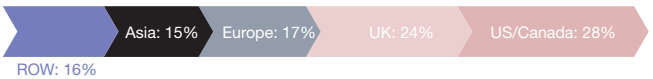
Average Monthly Page views: 41,600

Average Monthly Unique Visitors: 17,000

e-Toc registrants: 1,499

Print Geographical Distribution

Online Geographical Distribution



Advertising Rates & Information - 2015

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	24 November 2014	1 December 2014	2 January 2015
February	30 December 2014	6 January 2015	3 February 2015
March	27 January 2015	3 February 2015	3 March 2015
April	24 February 2015	3 March 2015	1 April 2015
May	26 March 2015	2 April 2015	1 May 2015
June	27 April 2015	4 May 2015	2 June 2015
July	29 May 2015	5 June 2015	1 July 2015
August	24 June 2015	1 July 2015	3 August 2015
September	27 July 2015	3 August 2015	1 September 2015
October	28 August 2015	4 September 2015	1 October 2015
November	24 September 2015	1 October 2015	3 November 2015
December	29 October 2015	5 November 2015	1 December 2015

Print advertising rates – 2015:

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
Double Spread	£3,065	£2,835	£2,604

Black and white rates

Frequency	1x	3x	6x
Full page	£1,185	£1,096	£1,007
Half Page	£670	£619	£570

SAGE

Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. 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.

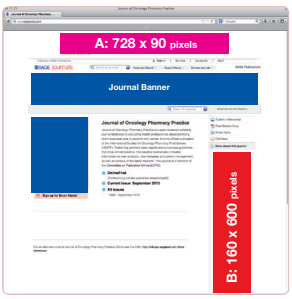
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Inserts full circulation (up to 20g): £1,720

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.

Online Advertising

Available locations/sizes:



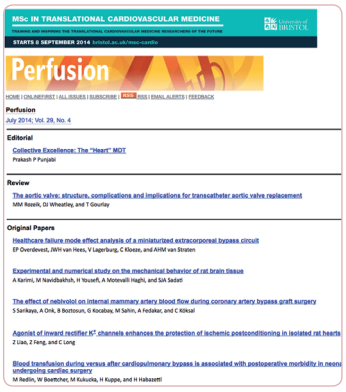
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £46 per 1,000 impressions, with a minimum of £460 /10,000 impressions per booking.
- Banner advertising may be **available across multiple publications**.
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



Policy and Guidelines

General policy on acceptance of advertising

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Cancellations made after the closing deadline will be charged in full.

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.

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

Requirements for electronic delivery

Please submit advertisements as print-ready PDFS.

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.

Colour graphics must be in CMYK.

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

Agency commission 10%

Related Journals

InnovAiT

ino.sagepub.com

Contact Details

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