Advertising Rates And Specifications - 2015

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Editor (Rest of World): **Andy Sparkes**, *International Society of Feline Medicine, UK*
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The Journal of Feline Medicine and Surgery is an international journal, and the official journal of the International Society of Feline Medicine and the American Association of Feline Practitioners www.catvets.com.

It is published monthly in two formats.

The 'classic' editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. Manuscripts comprise a mix of original articles, short communications, case series, individual case reports or letters to the editor.

The 'clinical practice' editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews and letters) are peer reviewed by the editors and selected referees.

An international news section provides information about ISFM, AAFP and other feline veterinary meetings, society news, selected product and other developments, and relevant issues from other publications and meetings.

Readership profile: Veterinary practitioners and researchers with an interest in feline medicine.

Journal Statistics

Volume: 17

Abstracted/Indexed in: CAB Abstracts, CAB Health, Index Veterinarius, MEDLINE®, Scopus, Veterinary Bulletin

2014 ISI Impact Factor*: 1.219

Ranking:43/129 in Veterinary Sciences

Print

Circulation: 4,521

Frequency: monthly – 12 issues per year.

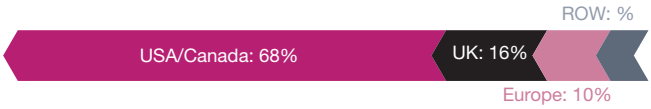
Online - *http://jfm.sagepub.com*

Average Monthly Page views: 68,924

Average Monthly Unique Visitors: 14,158

e-Toc registrants: 509

Print Geographical Distribution



Online Geographical Distribution

Advertising Rates & Information - 2015

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	6 November 2014	13 November 2014	5 January 2015
February	5 December 2014	12 December 2014	20 January 2015
March	9 January 2015	16 January 2015	23 February 2015
April	9 February 2015	16 February 2015	18 March 2015
May	9 March 2015	16 March 2015	20 April 2015
June	9 April 2015	16 April 2015	19 May 2015
July	7 May 2015	14 May 2015	19 June 2015
August	10 June 2015	17 June 2015	21 July 2015
September	10 July 2015	17 July 2015	17 August 2015
October	10 August 2015	17 August 2015	22 September 2015
November	9 September 2015	16 September 2015	20 October 2015
December	8 October 2015	15 October 2015	23 November 2015

Bonus Distribution

- January: NAVC Conference 2015 (17-25 Orlando, Florida)
- March: BSAVA Congress Exhibition 2015 (April, Birmingham)
- August: AAFP Annual Conference 2015 (Sept. 29 - Oct. 3, Denver, CO)
- September: World Feline Veterinary Conferece (WFVC) 2015 (October 1–4 2015, San Diego)

SAGE

Print advertising rates – 2015:

Frequency	1x		3x		6x		12x	
Colour	**GBP**	**USD**	**GBP**	**USD**	**GBP**	**USD**	**GBP**	**USD**
Full page	£1,555	$2,566	£1,527	$2,520	£1,485	$2,450	£1,400	$2,310
Half page	£906	$1,496	£890	$1,468	£865	$1,428	£816	$1,346
DPS:	£2,725	$4,490	£2,675	$4,045	£2,600	$4,290	£2,450	$4,045
Cover positions								
Outside back cover	£1,945	$3,208	£1,908	$3,149	£1,837	$3,064	£1,750	$2,887
Inside front cover	£1,866	$3,080	£1,831	$3,022	£1,782	$2,971	£1,680	$2,772
Inside back cover	£1,788	$2,950	£1,755	$2,896	£1,707	$2,816	£1,609	$2,654
Black and white								
Full page	£1,010	$1,665	£991	$1,635	£964	$1,590	£908	$1,499
Half page	£585	$965	£574	$947	£558	$921	£526	$868

Other Promotional Opportunities

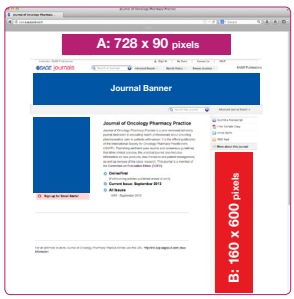
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

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

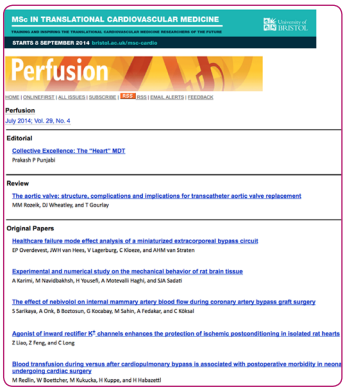
- Our standard rate is £46 per 1,000 impressions, with a minimum of £460 /10,000 impressions per booking.
- Banner advertising may be **available across multiple publications**.
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third 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. Any cancelations after the deadlines 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.

Agency commission 10%

Mechanical requirements for print advertisements

Full Page

Full page, bleed
286mm x 216mm

Full page, trim size
280mm x 210mm

Full page, type area
250mm x 180mm

Half Page

Horizontal, Type Area
120mm x 180mm

Horizontal, Trim Area
140mm x 210mm

Vertical, Type Area
250mm x 85mm

Vertical, Trim Area
280mm x105mm

Double Spread

Double page spreads need to be supplies as a full PDF page per advert, and not a joined spread of both. The dimesions remain as per normal full page adverts, including the bleed and cropmark requirments.

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

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

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