Advertising Rates And Specifications - 2020

Editor: Dr Maurizio Gallieni, University of Milano, Milan, Italy

The Journal of Vascular Access (JVA), issued six times per year, considers the publication of original manuscripts dealing with clinical and laboratory investigations in the fast growing field of vascular access. In addition reviews, case reports and clinical trials are welcome, as well as papers dedicated to more practical aspects covering new devices and techniques. All contributions, coming from all over the world, undergo the peer-review process. The Journal of Vascular Access is divided into independent sections, each led by editors of the highest scientific level:

- Dialysis
- Oncology
- Interventional radiology
- Nutrition
- Nursing
- Intensive care

Readership profile: Nephrologists, radiologists, vascular surgeons, oncologists, intensive care unit specialists, anesthesiologists, nurses

Journal Statistics

Volume: 20
Impact Factor 2018: 1.397
Ranking: 56/65 in Peripheral Vascular Disease
Source: Journal Citation Reports (Web of Science Group, 2019)

Print
Circulation: 411
Frequency: Bi-monthly

Online - journals.sagepub.com/home/jva
e-Toc registrants: 188
Page Views: 15,000
Unique Users: 5,550
Impressions: 45,000

Print Geographical Distribution
AUS: 6%
US: 25%
Europe: 26%
Asia: 30%
ROW: 68%

Online Geographical Distribution
UK: 5%
China: 5%
ROW: 51%

Advertising Rates & Information - 2020

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Copy Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>08 November 2019</td>
<td>15 November 2019</td>
<td>01 January 2020</td>
</tr>
<tr>
<td>March</td>
<td>04 January 2020</td>
<td>11 January 2020</td>
<td>01 March 2020</td>
</tr>
<tr>
<td>May</td>
<td>04 March 2020</td>
<td>11 March 2020</td>
<td>01 May 2020</td>
</tr>
<tr>
<td>July</td>
<td>03 May 2020</td>
<td>10 May 2020</td>
<td>01 July 2020</td>
</tr>
<tr>
<td>September</td>
<td>03 July 2020</td>
<td>10 July 2020</td>
<td>01 September 2020</td>
</tr>
<tr>
<td>November</td>
<td>04 September 2020</td>
<td>11 September 2020</td>
<td>01 November 2020</td>
</tr>
</tbody>
</table>

Print advertising rates:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€1,906</td>
<td>€1,803</td>
<td>€1,700</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>€2,884</td>
<td>€2,781</td>
<td>€2,678</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>€2,318</td>
<td>€2,215</td>
<td>€2,112</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>€2,096</td>
<td>€1,993</td>
<td>€1,890</td>
</tr>
<tr>
<td>Half Page</td>
<td>€860</td>
<td>€814</td>
<td>€773</td>
</tr>
<tr>
<td>Double Spread</td>
<td>€3,193</td>
<td>€3,090</td>
<td>€2,987</td>
</tr>
</tbody>
</table>

Black and White:

| Full Page | €1,030 | €963 | €906 |
| Half Page | €695 | €659 | €628 |

*Bonus Distribution:

- January: - European Vascular Course - 10-12 March 2019 (Maastricht, NL)
  - ASDIN - 16th Annual Scientific Meeting 21-23 February 2020 American Society of Diagnostic and Interventional Nephrology (Las Vegas, US)
- May: - 57th ERA-EDTA Congress European Renal Association - 6-9 June (Milan, Italy)
  - WebCoVa 2020 - 17-19 June (Athens, Greece)
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

Digital advertising solutions:
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper, lower middle, right of page

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: custom package to host your content and SAGE content in one place
- Sponsored digital editions: options include single article, full issue, or custom article compilations

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 cancellations 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, the advertiser will run the most recent artwork submitted.

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

Mechanical requirements for print advertisements

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed 286mm (h) x 216mm (w)</td>
<td>Horizontal, Type Area 250mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 210mm (h) x 150mm (w)</td>
</tr>
<tr>
<td>Full page, type area 250mm (h) x 180mm (w)</td>
<td>Vertical, Type Area 250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Trim Area 280mm (h) x 105mm (w)</td>
</tr>
</tbody>
</table>

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.

Double Spread

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

Related Journals

Perfusion
journals.sagepub.com/home/prf

Vascular
journals.sagepub.com/home/vas

Vascular Medicine
journals.sagepub.com/home/vmj

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
Elisabetta Palanghi Sheffield
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8752
Email: elisabetta.sheffield@sagepub.co.uk

For artwork submission:
Lydia Fried
Commercial Sales Administrator
Tel: +44 (0) 203 215 0126
Email: Lydia.Fried@sagepub.co.uk