

# Advertising Rates And Specifications - 2020



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 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

## Journal Statistics

### Volume: 113

2018 Impact Factor: 3.538

2018 Ranking: 28/160 in Medicine, General & Internal

Source: *Journal Citation Reports (Web of Science Group, 2019)*

### Print

Circulation: 3,864

Frequency: The journal is published 12 times per year.

### Online - [journals.sagepub.com/home/jrs](http://journals.sagepub.com/home/jrs)

Average Monthly Page views: 18,112

Average Monthly Unique Visitors: 13,316

e-Toc registrants: 1,435

*\*Online Statistics refer to the number of advert impressions served by one banner position*

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2020

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	29 October 2019	05 November 2019	01 January 2020
February	26 November 2019	03 December 2019	01 February 2020
March	28 December 2019	05 January 2020	01 March 2020
April	29 January 2020	05 February 2020	01 April 2020
May	26 February 2020	05 March 2020	01 May 2020
June	26 March 2020	02 April 2020	01 June 2020
July	30 April 2020	08 May 2020	01 July 2020
August	29 May 2020	05 June 2020	01 August 2020
September	25 June 2020	02 July 2020	01 September 2020
October	30 July 2020	06 August 2020	01 October 2020
November	28 August 2020	04 September 2020	01 November 2020
December	28 September 2020	05 October 2020	01 December 2020

### Print advertising rates:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,970	£1,823	£1,675
Outside Back Cover	£2,267	£2,096	£2,039
Inside Front Cover	£2,168	£2,005	£1,844
Inside Back Cover	£2,070	£1,915	£1,759
Half Page	£1,102	£1,012	£936
Quarter Page	£660	£611	£507
Double Spread	£4,534	£4,191	£4,020

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£1,334	£1,234	£1,133
Half Page	£757	£696	£642

## Other Promotional Opportunities

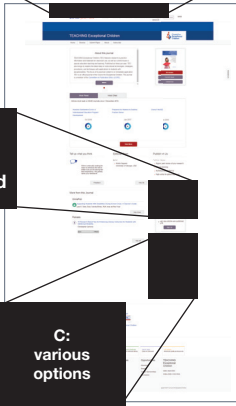
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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

A: 728x90 Leaderboard



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, 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**

*Full page, bleed*  
286mm (h) x 216mm (w)  
*Full page, trim size*  
280mm (h) x 210mm (w)  
*Full page, type area*  
250mm (h) x 180mm (w)

**Half Page**

*Horizontal, Type Area*  
120mm (h) x 180mm (w)  
*Horizontal, Trim Area*  
140mm (h) x 210mm (w)  
*Vertical, Type Area*  
250mm (h) x 85mm (w)  
*Vertical, Trim Area*  
280mm (h) x 105mm (w)

**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.

**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  
[journals.sagepub.com/home/ino](http://journals.sagepub.com/home/ino)

## Contact Details

**Publisher:**

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