HIP International is the official journal of the European Hip Society. It is the only international, peer-reviewed, bi-monthly journal dedicated to diseases of the hip. HIP International considers contributions relating to hip surgery, traumatology of the hip, prosthetic surgery, biomechanics, and basic sciences relating to the hip. HIP International invites reviews from leading specialists with the aim of informing its readers of current evidence-based best practice.

The journal also publishes supplements containing proceedings of symposia, special meetings or articles of special educational merit. HIP International is divided into six independent sections led by editors of the highest scientific merit. These sections are:

- Primary and Revision Hip Arthroplasty
- Biomechanics
- Traumatology
- Paediatrics
- Biomaterials
- Conservative Hip Surgery

Readership profile: Orthopaedic and Trauma Surgeons, Orthopaedic Physicians Academics, Consultants, Researchers and Health Professionals

Journal Statistics

Volume: 30
Impact Factor: 1.250
Rating: 55/76 in Orthopedics
Source: Journal Citation Reports (Web of Science Group, 2019).

Print
Circulation: 272
Frequency: 6 times per year

Online - journals.sagepub.com/home/hpi
Average Monthly Page views: 10,672
Average Monthly Unique Visitors: 4,025

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>07 November 2019</td>
<td>14 November 2019</td>
<td>01 January 2020</td>
</tr>
<tr>
<td>March*</td>
<td>28 December 2020</td>
<td>07 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>28th April 2020</td>
<td>06 May 2020</td>
<td>01 July 2020</td>
</tr>
<tr>
<td>September</td>
<td>02 July 2020</td>
<td>09 July 2020</td>
<td>01 September 2020</td>
</tr>
<tr>
<td>November</td>
<td>02 September 2020</td>
<td>09 September 2020</td>
<td>01 November 2020</td>
</tr>
</tbody>
</table>

Print advertising rates – 2020:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£1,551</td>
<td>£1,436</td>
<td>£1,314</td>
<td>£1,187</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£1,862</td>
<td>£1,722</td>
<td>£1,582</td>
<td>£1,423</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£1,783</td>
<td>£1,650</td>
<td>£1,515</td>
<td>£1,363</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>£1,704</td>
<td>£1,577</td>
<td>£1,499</td>
<td>£1,304</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£898</td>
<td>£787</td>
<td>£724</td>
<td>£652</td>
</tr>
<tr>
<td>Double Spread</td>
<td></td>
<td>£2,715</td>
<td>£3,090</td>
<td>£2,987</td>
<td>£2,075</td>
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Black and White Rates

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th></th>
<th>Full Page</th>
<th>Half Page</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>£1,004</td>
<td>£658</td>
</tr>
<tr>
<td></td>
<td></td>
<td>£931</td>
<td>£646</td>
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<tr>
<td></td>
<td></td>
<td>£853</td>
<td>£628</td>
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<tr>
<td></td>
<td></td>
<td>£767</td>
<td>£565</td>
</tr>
</tbody>
</table>
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

Outers:
- Outserts (product samples, brochures) are available. A sample must be submitted to the publisher for approval.

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

<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 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 140mm (h) x 210mm (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>Vertical, Trim Area 280mm (h) x 105mm (w)</td>
<td></td>
</tr>
</tbody>
</table>

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

Related Journals

The Journal of Hand Surgery (European Volume)
journals.sagepub.com/home/jhs

Shoulder & Elbow
journals.sagepub.com/home/sel

Journal of Orthopaedic Surgery
journals.sagepub.com/home/osj

Contact Details

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

For all advertising, reprint and supplement sales:
Manuela Genauzeau Brun
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Email: manuela.brun@sagepub.co.uk

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