United European Gastroenterology Journal is the official journal of the United European Gastroenterology, a professional non-profit organisation combining all the leading European societies concerned with digestive disease. UEG’s member societies represent over 22,000 specialists working across medicine, surgery, paediatrics, GI oncology and endoscopy, which makes UEG a unique platform for collaboration and the exchange of knowledge.

United European Gastroenterology Journal provides an international forum for research in gastrointestinal pathology, publishing original articles which describe basic research, translational and clinical studies of interest to gastroenterologists and researchers in related fields.

Articles from across all fields of gastroenterology are welcomed by the Editor-in-Chief, including luminal, liver and pancreatic diseases, gastrointestinal surgery, gastrointestinal oncology, paediatric gastrointestinalology and nutrition as well as endoscopy. Published article types include original research, reviews, guideline papers, book reviews and news items.

Readership profile: gastroenterologists, hepatologists and researchers in related fields

**Journal Statistics**

**Volume:** 8  
**2018 Impact Factor:** 3.453  
**Ranking:** 33/84 in Gastroenterology & Hepatology  
**Source:** Journal Citation Reports (Web of Science Group, 2019)

**Print**

- **Circulation:** 172  
- **Frequency:** The journal is published 10 times per year.

**Print Geographical Distribution**

- **Europe:** 76%
- **UK:** 12%
- **ROW:** 12%

**Online Geographical Distribution**

- **Asia:** 21%
- **Europe:** 26%
- **UK:** 10%
- **US/Canada:** 29%

**Advertising Rates & Information - 2020**

**Closing dates for print advertising:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>28 November 2019</td>
<td>03 December 19</td>
<td>01 February 2020</td>
</tr>
<tr>
<td>March</td>
<td>28 December 2019</td>
<td>07 January 2020</td>
<td>01 March 2020</td>
</tr>
<tr>
<td>April</td>
<td>28 January 2020</td>
<td>04 February 2020</td>
<td>01 April 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>June</td>
<td>01 April 2020</td>
<td>08 April 2020</td>
<td>01 June 2020</td>
</tr>
<tr>
<td>July</td>
<td>28 April 2020</td>
<td>06 May 2020</td>
<td>01 July 2020</td>
</tr>
<tr>
<td>August</td>
<td>03 June 2020</td>
<td>10 June 2020</td>
<td>01 August 2020</td>
</tr>
<tr>
<td>October*</td>
<td>02 August 2020</td>
<td>09 August 2020</td>
<td>01 October 2020</td>
</tr>
<tr>
<td>November</td>
<td>02 September 2020</td>
<td>09 September 2020</td>
<td>01 November 2020</td>
</tr>
<tr>
<td>December</td>
<td>01 October 2020</td>
<td>08 October 2020</td>
<td>01 December 2020</td>
</tr>
</tbody>
</table>

**Print advertising rates:**

**Colour Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>£1,478</td>
<td>£1,367</td>
<td>£1,255</td>
</tr>
<tr>
<td><strong>Outside Back Cover</strong></td>
<td>£1,774</td>
<td>£1,640</td>
<td>£1,507</td>
</tr>
<tr>
<td><strong>Inside Front Cover</strong></td>
<td>£1,698</td>
<td>£1,571</td>
<td>£1,443</td>
</tr>
<tr>
<td><strong>Inside Back Cover</strong></td>
<td>£1,623</td>
<td>£1,501</td>
<td>£1,380</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>£811</td>
<td>£750</td>
<td>£690</td>
</tr>
<tr>
<td><strong>Double Spread</strong></td>
<td>£2,566</td>
<td>£2,393</td>
<td>£2,196</td>
</tr>
</tbody>
</table>

**Black and white rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>£957</td>
<td>£887</td>
<td>£813</td>
</tr>
</tbody>
</table>

* **October Issue:** Please enquire as pricing above does not apply for this issue

**Bonus Distribution**

- October issue: UEG Week 2020 (Amsterdam, the Netherlands)
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, 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>Format</th>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed</td>
<td>286mm (h) x 216mm (w)</td>
<td>Horizontal, Type Area 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size</td>
<td>280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area</td>
<td>250mm (h) x 180mm (w)</td>
<td>Vertical, Type Area 250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<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

- Therapeutic Advances in Gastro-enterology: journals.sagepub.com/home/tag
- Therapeutic Advances in Gastro-intestinal Endoscopy: journals.sagepub.com/home/cmg

Contact Details

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

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