Palliative Medicine is an international interdisciplinary journal dedicated to improving knowledge and clinical practice in the palliative care of patients with far advanced disease. It reflects the multidisciplinary approach that is the hallmark of effective palliative care. Palliative Medicine Journal is the official journal of the European Association for Palliative Care (EAPC) and the Association for Palliative Medicine of Great Britain and Northern Ireland (APM).

**Journal Statistics**

- **Volume: 34**
- **2018 Impact Factor: 4.956**
- **Ranking:** 6/98 in Health Care Sciences & Services, 17/160 in Medicine, General & Internal, 15/185 in Public, Environmental & Occupational Health (SCI)
  
  *Source: Journal Citation Reports (Web of Science Group, 2019)*

**Print**

- **Circulation:** 171
  
  **Frequency:** The journal is published 10 times per year.

**Online**

- **journals.sagepub.com/home/pmj
  
  Average Monthly Page views:** 56,977*
  
  **Average Monthly Unique Visitors:** 27,520
  
  **e-Toc registrants:** 2258

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

**Print Geographical Distribution**

- **US: 11%**
- **UK: 36%**
- **ROW: 53%**

**Online Geographical Distribution**

- **ROW: 24%**
- **Asia: 14%**
- **UK: 21%**
- **US/Canada: 33%**

**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>January</td>
<td>28 October 2019</td>
<td>04 November 2019</td>
<td>03 January 2020</td>
</tr>
<tr>
<td>February</td>
<td>18 November 2019</td>
<td>25 November 2019</td>
<td>01 February 2020</td>
</tr>
<tr>
<td>March</td>
<td>23 December 2019</td>
<td>30 December 2019</td>
<td>01 March 2020</td>
</tr>
<tr>
<td>April</td>
<td>27 January 2020</td>
<td>03 February 2020</td>
<td>03 April 2020</td>
</tr>
<tr>
<td>May</td>
<td>24 February 2020</td>
<td>03 March 2020</td>
<td>02 May 2020</td>
</tr>
<tr>
<td>June</td>
<td>24 March 2020</td>
<td>31 March 2020</td>
<td>01 June 2020</td>
</tr>
<tr>
<td>July</td>
<td>27 April 2020</td>
<td>04 May 2020</td>
<td>03 July 2020</td>
</tr>
<tr>
<td>September</td>
<td>29 June 2020</td>
<td>06 July 2020</td>
<td>01 September 2020</td>
</tr>
<tr>
<td>October</td>
<td>28 July 2020</td>
<td>04 August 2020</td>
<td>02 October 2020</td>
</tr>
<tr>
<td>December</td>
<td>28 September 2020</td>
<td>05 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>Full Page</td>
<td>£1,750</td>
<td>£1,618</td>
<td>£1,487</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£2,012</td>
<td>£1,860</td>
<td>£1,487</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,926</td>
<td>£1,781</td>
<td>£1,635</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,838</td>
<td>£1,700</td>
<td>£1,561</td>
</tr>
<tr>
<td>Half Page</td>
<td>£1,020</td>
<td>£943</td>
<td>£867</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£3,063</td>
<td>£2,832</td>
<td>£2,602</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>Full Page</td>
<td>£1,136</td>
<td>£1,050</td>
<td>£966</td>
</tr>
<tr>
<td>Half Page</td>
<td>£640</td>
<td>£626</td>
<td>£610</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.

Full circulation inserts (up to 20g): £1,720

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.

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)

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.

Online Advertising

A: 728x90 Leaderboard
B: 300x250 Banner Ad
C: Various options

Related Journals

British Journal of Pain
journals.sagepub.com/home/bjp

Pain News

Cephalalgia
journals.sagepub.com/home/cep

Contact Details

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

For all advertising, reprint and supplement sales:
Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8601
Email: neil.chesher@sagepub.co.uk

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

Agency commission 10%

Agency commission 10%