Editor: Dr Daniel Martin OBE, Royal Free Hospital and UCL, UK

JICS is a UK-based, peer-reviewed journal publishing original papers, review articles, critically appraised topics, case reports and audits of interest to all those involved in caring for critically ill patients.

The Journal of the Intensive Care Society (JICS) is the official journal of the UK Intensive Care Society. The Intensive Care Society was founded in 1970 as the first national society for intensivists, bringing together all clinicians involved in critical care.

The editorial board recognises the multidisciplinary nature of critical care and encourages submissions from all specialties involved in research, clinical practice and management.

Readership profile: Allied Health Professionals (5%), Consultants (57%), Nurses (9%), Specialist/Associate Specialist (3%), Student and Trainee (26%).

Journal Statistics

Volume: 21
Ranking: 12/33 in Critical Care Medicine
Source: Journal Citation Reports (Web of Science Group, 2019)

Print
Circulation: 3,402
Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/inc
Average Monthly Page views: 7,834*
Average Monthly Unique Visitors: 5,421*
e-Toc registrants: 121
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution
UK: 97%
ROW: 3%

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>05-Dec-2019</td>
<td>12-Dec-2019</td>
<td>01-Feb-2020</td>
</tr>
<tr>
<td>May</td>
<td>06-Mar-2020</td>
<td>13-Mar-2020</td>
<td>02-May-2020</td>
</tr>
<tr>
<td>August</td>
<td>06-Jun-2020</td>
<td>13-Jun-2020</td>
<td>01-Aug-2020</td>
</tr>
<tr>
<td>November</td>
<td>04-Sep-2020</td>
<td>11-Sep-2020</td>
<td>01-Nov-2020</td>
</tr>
</tbody>
</table>

Print advertising rates:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>Standard</th>
<th>Industry Partner</th>
<th>Charities/ICS member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,779</td>
<td>£1,603</td>
<td>£1,344</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,912</td>
<td>£1,618</td>
<td>£1,354</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,912</td>
<td>£1,618</td>
<td>£1,354</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,912</td>
<td>£1,618</td>
<td>£1,354</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>£1,079</td>
<td>£917</td>
<td>£770</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£636</td>
<td>£538</td>
<td>£452</td>
<td></td>
</tr>
<tr>
<td>Double Spread</td>
<td>£3,114</td>
<td>£2,644</td>
<td>£2,217</td>
<td></td>
</tr>
</tbody>
</table>

Black and white rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Standard</th>
<th>Industry Partner</th>
<th>Charities/ICS member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,144</td>
<td>£970</td>
<td>£814</td>
</tr>
<tr>
<td>Half Page</td>
<td>£698</td>
<td>£594</td>
<td>£497</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£445</td>
<td>£377</td>
<td>£319</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

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 300mm (h) x 216mm (w)
- Full page, trim size 297mm (h) x 210mm (w)
- Full page, type area 268mm (h) x 180mm (w)

Half Page
- Horizontal 131mm (h) x 180mm (w)
- Vertical 268mm(h) x 87mm (w)

Quarter Page
- 131mm (h) x 87mm (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

Related Journals

European Heart Journal: Acute Cardiovascular Care journals.sagepub.com/home/acc
Trauma journals.sagepub.com/home/tra
Anaesthesia and Intensive Care journals.sagepub.com/home/aic

Contact Details

Publisher:
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Email: Lydia.Fried@sagepub.co.uk