Advertising Rates And Specifications - 2020

Editor-in-Chief: David J Nutt, Imperial College London, UK
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The Journal of Psychopharmacology is an international journal that publishes a unique balance of original research and review articles on both preclinical and clinical aspects of psychopharmacology. Essential reading for researchers and practising clinicians, the Journal provides an important interdisciplinary forum for studies on the effects of drugs on animal and human behaviour, and the mechanisms underlying these effects. The Journal of Psychopharmacology is the official journal of The British Association for Psychopharmacology (BAP).

Readership profile: pharmacologists, psychiatrists, psychologists, neurobiologists, pharmacists

Journal Statistics

Volume: 34
2018 Impact Factor: 4.221
2018 Ranking: 29/146 in Psychiatry (SCIE), 39/199 in Clinical Neurology, 43/267 in Pharmacology & Pharmacy, 72/267 in Neurosciences
Source: Journal Citation Reports (Web of Science Group, 2019)

Online - journals.sagepub.com/home/jop
Average Monthly Page Views: 55,087*
Average Monthly Unique Visitors: 33,384
e-Toc registrants: 2,069
*Online Statistics refer to the number of advert impressions served by one banner position

Online Geographical Distribution

- Australia: 5%
- Asia: 12%
- Europe: 18%
- UK: 12%
- US/Canada: 46%
- ROW: 7%

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