Cephalalgia is the official journal of the International Headache Society. It contains original papers on all aspects of headache and provides an international forum for original research papers, review articles and short communications. Cephalalgia’s rapid review averages 5 ½ weeks from author submission to first decision. Readers receive timely cutting edge original articles, editorials, reviews, letters and clinical correspondence on both clinical and basic research. Subscribers also receive themed supplements and news on events within the headache community.

Readership profile: Physicians or scientists with an interest in the pathophysiology of headache, including neurologists, neurochemists, neurosurgeons, physiologists, endocrinologists, gynaecologists, pharmacologists, anesthesiologists, neuroradiologists, neuropathologists, psychiatrists, psychologists, pediatricians, internists, neuroscientists and geneticists.
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>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>Horizontal, Type Area 282mm (h) x 216mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Type Area 250mm (h) x 180mm (w)</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>Horizontal, Type Area 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Type Area 140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td><strong>Double Spread</strong></td>
<td>All dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.</td>
</tr>
<tr>
<td></td>
<td>All dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.</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.

Related Journals

- **Therapeutic Advances in Neurological Disorders**
  journals.sagepub.com/home/tan
- **British Journal of Pain**
  journals.sagepub.com/home/bjp
- **Pain News**
  britishpainsociety.org

Contact Details

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