Advertising Rates And Specifications - 2020

Editor: Gin S. Malhi, Royal North Shore Hospital, Sydney, Australia

The Australian and New Zealand Journal of Psychiatry is the official journal of the Royal Australian and New Zealand College of Psychiatrists (RANZCP). The Australian and New Zealand Journal of Psychiatry publishes timely, high quality research and review in psychiatry and promotes the discipline of psychiatry in Australia and New Zealand, as well as throughout the wider world. It features peer-reviewed research articles as its core material, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and the proceedings of workshops and conferences.

From 2020 the RANZCP will publish each issue as a digital interactive flipbook PDF, which will include all adverts as it would in print, and also offer additional banner advertising positions. The digital edition provides an innovative, flexible, engaging and interactive promotional platform that brings your advert to life. The RANZCP Society will email the digital edition directly to their active membership providing you with optimal product and brand society association whilst capturing the attention of your target audience and maximising your reach.

Readership profile: psychiatrists and mental health professionals.

Website Geographical Distribution

- US/Canada: 34%
- Europe: 25%
- Australia: 23%
- NZ: 3%
- ROW: 15%

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

Journal Statistics

Volume: 54
Impact Factor: 5.000
Ranking: 1/14 in Psychiatry (SSCI), 2/19 in Psychiatry (SCIE)
Source: Journal Citation Reports (Web of Science Group, 2019)

Online - journals.sagepub.com/home/anp
Average Monthly Page Views: 69,178*
Average Monthly Unique Visitors: 39,788
e-Toc registrants: 6,377

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

Digibook
Sent by RAZCP to all members: 5,650
Frequency: 12 times per year

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Digibook Pricing:

Full page in Prelims before first article: AUD$5,950.00 per page
- A: 468x60 Leaderboard AUD$2,450.00 per issue
- B: 550x480 Belly Band AUD$7,950.00 per issue
- C: 120x600 Skyscraper AUD$2,450.00 per issue

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