Editor: Vlasios Brakoulias, The University of Sydney, Australia

Australasian Psychiatry is the bi-monthly journal of The Royal Australian and New Zealand College of Psychiatrists (RANZCP) that aims to promote the art of psychiatry and its maintenance of excellence in practice in Australia and throughout the world. Australasian Psychiatry provides a forum for the exchange of information and ideas about significant research and other development in psychiatry. Australasian Psychiatry comprises peer-reviewed research articles, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and proceedings of workshops and conferences.

Readership profile: psychiatrists and mental health professionals

Journal Statistics

Volume: 25

2015 ISI Impact Factor: 0.728

Ranking: 116/136 in Psychiatry (SSCI)
127/140 in Psychiatry (SCI)

Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Print

Circulation: 5,329
Frequency: The journal is published 6 times per year.

Online - apy.sagepub.com

Average Monthly Page Views: 20,285*
Average Monthly Unique Visitors: 10,000*
e-Toc registrants: 740

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

Print Geographical Distribution

- Australia: 85%
- NZ: 13%
- US/Canada: 1%
- ROW: 2%

Online Geographical Distribution

- US: 17%
- Canada: 1%
- ROW: 8%
- UK: 9%
- Asia: 10%
- Europe: 8%
- Australia: 48%

Advertising Rates & Information - 2017

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-16</td>
<td>12-Dec-16</td>
<td>04-Feb-17</td>
</tr>
<tr>
<td>April</td>
<td>06-Feb-17</td>
<td>13-Feb-17</td>
<td>01-Apr-17</td>
</tr>
<tr>
<td>June</td>
<td>10-Apr-17</td>
<td>18-Apr-17</td>
<td>01-Jun-17</td>
</tr>
<tr>
<td>August</td>
<td>06-Jun-17</td>
<td>13-Jun-17</td>
<td>01-Aug-17</td>
</tr>
<tr>
<td>October</td>
<td>07-Aug-17</td>
<td>14-Aug-17</td>
<td>02-Oct-17</td>
</tr>
<tr>
<td>December</td>
<td>09-Oct-17</td>
<td>16-Oct-17</td>
<td>01-Dec-17</td>
</tr>
</tbody>
</table>

SAGE Publishing
Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>GBP</td>
<td>AUD</td>
<td>GBP</td>
<td>AUD</td>
</tr>
<tr>
<td>Full page</td>
<td>£2,896</td>
<td>$4,368</td>
<td>£2,825</td>
<td>$4,261</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,486</td>
<td>$2,242</td>
<td>£1,448</td>
<td>$2,183</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£5,068</td>
<td>$7,644</td>
<td>£4,944</td>
<td>$7,456</td>
</tr>
<tr>
<td>Cover positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£3,809</td>
<td>£5,744</td>
<td>£3,710</td>
<td>£5,594</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£3,469</td>
<td>£5,231</td>
<td>£3,382</td>
<td>£5,101</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£3,469</td>
<td>£5,231</td>
<td>£3,382</td>
<td>£5,101</td>
</tr>
<tr>
<td>Black and white</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>£1,426</td>
<td>£2,150</td>
<td>£1,388</td>
<td>£2,092</td>
</tr>
<tr>
<td>Half page</td>
<td>£879</td>
<td>£1,326</td>
<td>£858</td>
<td>£1,294</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.

Online Advertising

Available locations/sizes:
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 / AUD $90 per 1,000 impressions, with a minimum of £490 / AUD $900 per 10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- Geo-targeting is available.
- Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.
The sponsor may include a hyperlink and banner advert.
- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

Policy and Guidelines

General policy on acceptance of advertising
Cancellations must be accepted 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 281mm (h) x 216mm (w)
- Full page, trim size 275mm (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 120mm (w)
- Vertical, Type Area 250mm (h) x 85mm (w)
- Vertical, Trim Area 280mm (h) x 105mm (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.

Contact Details

Publisher:
SAGE Publishing, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK
For all advertising, reprint and supplement sales:
Manuela Brun - Commercial Sales Account Manager
Tel: +44 (0)207 324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:
Andrea Jarosova – Commercial Sales Administrator
Tel: +44 (0) 207 336 9133
Email: andrea.jarosova@sagepub.co.uk