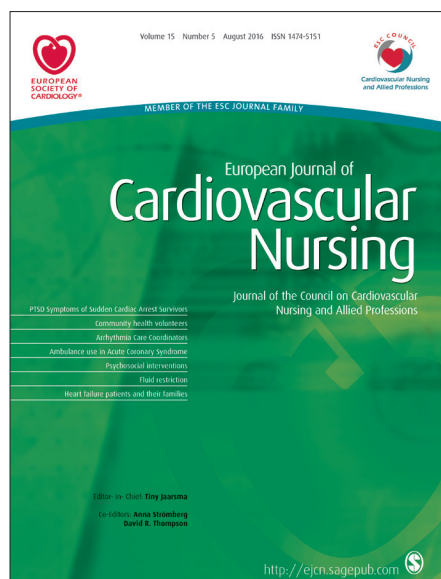


Advertising Rates And Specifications - 2017



Editor: **Prof. Tiny Jaarsma**, Linköping University, Sweden

The **European Journal of Cardiovascular Nursing** is the official journal of the Council on Cardiovascular Nursing and Allied Professions of the European Society of Cardiology. This journal is dedicated to the advancement of knowledge in the field of cardiovascular nursing: promoting evidence-based clinical practice. The journal publishes original articles, short report reviews and editorials in order to improve the quality of nursing care for patients with cardiovascular disease. Original contributions on the broad field of cardiovascular nursing are welcome, including chronic and acute care, paediatric cardiology, grown up congenital heart disease, cardiac rehabilitation, primary and secondary prevention, heart failure, acute coronary syndromes, interventional cardiology, cardiac care, preventive cardiology, and vascular nursing.

Readership profile: nurses working in the field of cardiovascular nursing including acute and chronic care, cardiac rehabilitation, primary and secondary prevention of adults and children as well as families

Journal Statistics

Volume: 16

2015 ISI Impact Factor: 2.491

Ranking: 53/124 in Cardiac & Cardiovascular Systems, 3/116 in Nursing (SCI), 3/114 in Nursing (SSCI)

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

Print

Circulation: 196

Frequency: The journal is published 8 times per year.

Online - cnu.sagepub.com

Average Monthly Page Views: 18,981*

Average Monthly Unique Visitors: 7,550

e-Toc registrants: 300

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	17 October 2016	21 November 2016	01 January 2017
February	21 November 2016	28 November 2016	01 February 2017
March	12 December 2016	16 December 2016	01 March 2017
April*	16 January 2017	20 January 2017	01 April 2017
June	14 April 2017	23 April 2017	01 June 2017
August*	16 June 2017	23 June 2017	01 August 2017
October	18 August 2017	25 August 2017	01 October 2017
December	19 October 2017	26 October 2017	01 December 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,414	£1,289	£1,183
Outside Back Cover	£1,672	£1,546	£1,421
Inside Front Cover	£1,601	£1,481	£1,360
Inside Back Cover	£1,530	£1,415	£1,301
Half Page	£765	£707	£650
Double Spread	£2,828	£2,578	£2,366

Black and white rates

Frequency	1x	3x	6x
Full page	£902	£836	£766

*Bonus Distribution

- April: EuroHeart Care 2017 - Jönköping, Sweden /EuroPrevent 2017 TBC
- August: ESC Congress 2017, 26th -30th August - Barcelona, Spain/Acute Cardiac Care Congress

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.

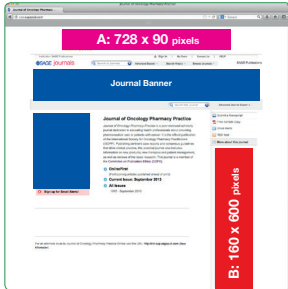
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 per

1,000 impressions, with a minimum of £490 /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 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
286mm (h) x 216mm (w)
Full page, trim size
280mm (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 210mm (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.

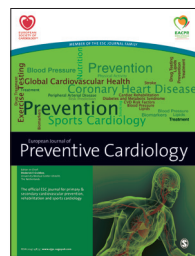
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Agency commission 10%

Related Journals



European Heart Journal:
Acute Cardiovascular Care
acc.sagepub.com



European Journal of
Preventive Cardiology
cpr.sagepub.com



International Journal of
Stroke
wso.sagepub.com

Contact Details

Publisher:

SAGE Publishing, 1 Oliver's Yard, 55 City Road,
London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:

Elisabetta Palanghi Sheffield - *Commercial Sales Account Manager*

Tel: +39 055 59243

Email: elisabetta.sheffield@sagepub.co.uk

For artwork submission:

Andrea Jarosova - *Commercial Sales Administrator*

Tel: +44 (0) 207 336 9133

Email: andrea.jarosova@sagepub.co.uk