Hand Therapy is the official journal of the British Association of Hand Therapists as well as the European Federation of Societies for Hand Therapy. Formerly known as British Journal of Hand Therapy, this internationally leading, peer-reviewed journal is dedicated to the publication of review articles, research articles, audits and case reports covering all aspects of hand rehabilitation and its related fields. Hand Therapy is an essential journal for anyone working in orthopaedics, plastic surgery, rheumatology and rehabilitation with a specific focus on the upper extremity.

Members of BAHT receive the journal as part of their membership fee.

**Journal Statistics**

**Print**
- Volume: 22
- Circulation: 869
- Frequency: The journal is published 4 times per year.

**Online - hth.sagepub.com**
- Average Monthly Page Views: 4,585*
- Average Monthly Unique Visitors: 1,900
- e-Toc registrants: 797

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

**Print Geographical Distribution**
- UK: 21%
- US/Canada: 8%
- Europe: 59%
- ROW: 12%

**Online Geographical Distribution**
- ROW: 16%
- Asia: 16%
- UK: 18%
- US/Canada: 36%

**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>March</td>
<td>11 January 2017</td>
<td>18 January 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>June</td>
<td>07 April 2017</td>
<td>14 April 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>September</td>
<td>07 July 2017</td>
<td>14 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>December</td>
<td>06 October 2017</td>
<td>13 October 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

**Print advertising rates – 2017:**

**Colour Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,202</td>
<td>£1,113</td>
<td>£1,061</td>
</tr>
<tr>
<td>Half Page</td>
<td>£711</td>
<td>£657</td>
<td>£605</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,103</td>
<td>£1,948</td>
<td>£1,857</td>
</tr>
</tbody>
</table>

**Black and white rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£711</td>
<td>£657</td>
<td>£637</td>
</tr>
<tr>
<td>Half Page</td>
<td>£424</td>
<td>£393</td>
<td>£371</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 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

**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.

**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.

**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>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>286mm (h) x 216mm (w)</td>
</tr>
<tr>
<td>Horizontal, Type Area</td>
<td>120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Vertical, Type Area</td>
<td>250mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Vertical, Trim Area</td>
<td>280mm (h) x 105mm (w)</td>
</tr>
<tr>
<td>Half Page</td>
<td>286mm (h) x 216mm (w)</td>
</tr>
<tr>
<td>Horizontal, Type Area</td>
<td>140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Vertical, Type Area</td>
<td>250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td>Vertical, Trim Area</td>
<td>280mm (h) x 105mm (w)</td>
</tr>
</tbody>
</table>

**Related Journals**

- **Journal of Hand Surgery**
  jhs.sagepub.com
- **Prosthetics and Orthotics International**
  poi.sagepub.com
- **Shoulder & Elbow**
  sel.sagepub.com

**Contact Details**

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