

Advertising Rates And Specifications - 2017



Editor: **Jonathan Handy**, *Royal Marsden Hospital*

Journal of the Intensive Care Society (JICS) is a UK-based, peer-reviewed journal publishing original papers, review articles, critically appraised topics, case reports and audits of interest to all those involved in caring for critically ill patients.

JICS is the official journal of the UK Intensive Care Society. The Intensive Care Society was founded in 1970 as the first national society for intensivists, bringing together all clinicians involved in critical care.

The editorial board recognises the multidisciplinary nature of critical care and encourages submissions from all specialties involved in research, clinical practice and management.

Journal Statistics

Volume: 18

Ranking: 58/78 in Critical Care and Intensive Care Medicine, 16/18 in Critical Care Nursing (SJR)
Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Print

Circulation: 3,233

Frequency: The journal is published 4 times per year.

Online - inc.sagepub.com

Average Monthly Page Views: 5,500*

Average Monthly Unique Visitors: 2,250*

e-Toc registrants: 139

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

Print Geographical Distribution



Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February	05 December 2016	12 December 2016	01 February 2017
May	06 March 2017	13 March 2017	02 May 2017
August	06 June 2017	13 June 2017	01 August 2017
November	04 September 2017	11 September 2017	01 November 2017

Print advertising rates – 2017:

Colour Rates			
Frequency	Standard	Industry Partner	Charities/ICS member
Full Page	£1,677	£1,511	£1,267
Outside Back Cover	£1,802	£1,571	£1,314
Inside Front Cover	£1,802	£1,571	£1,314
Inside Back Cover	£1,802	£1,571	£1,314
Half Page	£1,017	£890	£748
Quarter Page	£599	£522	£439
Double Spread	£2,935	£2,567	£2,152
Black and white rates			
Full Page	£1,078	£941	£790
Half Page	£658	£577	£482
Quarter Page	£419	£366	£310

Bonus Distribution

- November issue: State of the Art Conference (December 2017)

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.

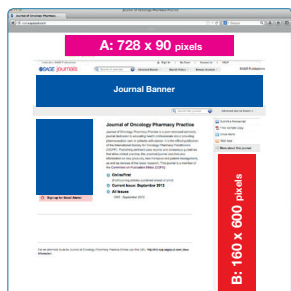
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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.

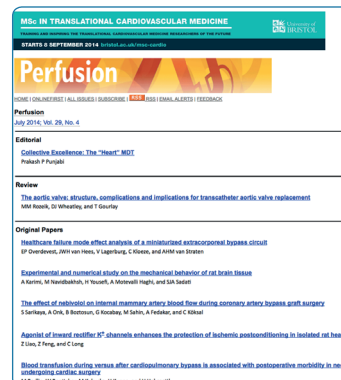
- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
 - Acceptable file formats: GIF, Animated GIF, JPG, PNG, 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
303mm (h) x 216mm (w)
Full page, trim size
297mm (h) x 210mm (w)
Full page, type area
268mm (h) x 180mm (w)

Half Page

Horizontal
131mm (h) x 180mm (w)
Vertical
268mm(h) x 87mm (w)
Quarter Page
131mm (h) x 87mm (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.

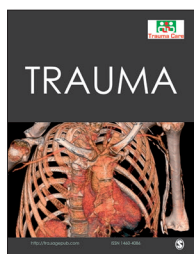
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications

Agency commission 10%

Related Journals



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



Trauma
tra.sagepub.com

Contact Details

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