Editor: Dr Kamran Abbasi

Highly readable with a style and clinical topic within its pages to suit almost every reader, the Journal of Royal Society of Medicine is the official journal of the Royal Society of Medicine. The journal features many different types of articles, from evidence-based reviews and original research papers, to editorials and personal views. An independent scientific and educational publication, it features well argued debate and dissent on important clinical issues and, although UK-based, has articles of interest and relevance to clinicians internationally.

The Journal of the Royal Society of Medicine is increasing its focus on commissioned, high quality clinical reviews from the world's leading specialists and is starting an important series on leadership in medicine and healthcare, as well as health policy. Contributions to the Journal of the Royal Society of Medicine reflect its international and multidisciplinary readership and include current thinking across a range of specialties.

Readership profile: clinicians, primary hospital specialists and any health professional with an interest in clinical medicine and health policy.

**Journal Statistics**

- **Volume:** 110
- **2015 Impact Factor:** 1.784
- **Ranking:** 51/151 in Medicine, General & Internal Medicine
- **Source:** 2015 Journal Citation Reports® (Thomson Reuters, 2016)

**Print**

- **Circulation:** 5,800
- **Frequency:** The journal is published 12 times per year.

**Online - jrs.sagepub.com**

- **Average Monthly Page Views:** 22,370*
- **Average Monthly Unique Visitors:** 16,000
- **e-Toc registrants:** 1,488

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

**Advertising Rates & Information - 2017**

**Print Advertising Rates – 2017:**

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£1,858</td>
<td>£1,719</td>
<td>£1,579</td>
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<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£2,137</td>
<td>£1,975</td>
<td>£1,922</td>
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<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£2,043</td>
<td>£1,891</td>
<td>£1,738</td>
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<tr>
<td>Inside Back Cover</td>
<td></td>
<td>£1,951</td>
<td>£1,805</td>
<td>£1,658</td>
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<tr>
<td>Half Page</td>
<td></td>
<td>£1,039</td>
<td>£960</td>
<td>£883</td>
</tr>
<tr>
<td>Quarter Page</td>
<td></td>
<td>£823</td>
<td>£576</td>
<td>£477</td>
</tr>
<tr>
<td>Double Spread</td>
<td></td>
<td>£4,273</td>
<td>£3,951</td>
<td>£3,845</td>
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**Black and white rates**

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£1,257</td>
<td>£1,163</td>
<td>£1,068</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£711</td>
<td>£657</td>
<td>£605</td>
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**Closing dates for print advertising:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>01 December 2016</td>
<td>12 December 2016</td>
<td>02 January 2017</td>
</tr>
<tr>
<td>February</td>
<td>02 January 2017</td>
<td>10 January 2017</td>
<td>01 February 2017</td>
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<tr>
<td>March</td>
<td>01 February 2017</td>
<td>10 February 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>April</td>
<td>01 March 2017</td>
<td>10 March 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>May</td>
<td>03 April 2017</td>
<td>10 April 2017</td>
<td>01 May 2017</td>
</tr>
<tr>
<td>June</td>
<td>01 May 2017</td>
<td>10 May 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>July</td>
<td>01 June 2017</td>
<td>12 June 2017</td>
<td>03 July 2017</td>
</tr>
<tr>
<td>August</td>
<td>03 July 2017</td>
<td>10 July 2017</td>
<td>01 August 2017</td>
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<tr>
<td>September</td>
<td>01 August 2017</td>
<td>10 August 2017</td>
<td>01 September 2017</td>
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<td>October</td>
<td>01 September 2017</td>
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</tr>
<tr>
<td>November</td>
<td>02 October 2017</td>
<td>10 October 2017</td>
<td>01 November 2017</td>
</tr>
<tr>
<td>December</td>
<td>01 November 2017</td>
<td>10 November 2017</td>
<td>01 December 2017</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.

Outsers (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 outpost 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.

Related Journals

InnovAiT
ino.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:
Tamara Haq - Commercial Sales Senior Account Manager
Tel: 0207 336 9122
Email: tamara.haq@sagepub.co.uk

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