Obstetric Medicine provides expert, up-to-date reviews on a broad range of topics in the field of obstetric medicine. In touch with the controversies and challenges within the field, the journal serves as a source of information, a vehicle for the exchange of ideas and a stimulus to further investigation.

Obstetric Medicine publishes papers on all aspects of medicine affecting the pregnant woman. This includes conditions that pre-date pregnancy or arise de novo in pregnancy as well as the long-term health effects of pregnancy. Clinically focused, the editors plan to include a series on 'how to treat' common clinical conditions.

Readership profile: obstetricians, physicians, maternal-fetal medicine clinicians, midwives, general practitioners, women’s health specialists and academics.

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>26 January 2017</td>
<td>02 February 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>June</td>
<td>14 April 2017</td>
<td>21 April 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>September</td>
<td>21 July 2017</td>
<td>28 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>December</td>
<td>20 October 2017</td>
<td>27 October 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency 1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,393</td>
<td>£1,289</td>
<td>£1,224</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,672</td>
<td>£1,546</td>
<td>£1,421</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,601</td>
<td>£1,481</td>
<td>£1,360</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,530</td>
<td>£1,415</td>
<td>£1,301</td>
</tr>
<tr>
<td>Half Page</td>
<td>£711</td>
<td>£707</td>
<td>£650</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,786</td>
<td>£2,578</td>
<td>£2,449</td>
</tr>
</tbody>
</table>

Black and white rates

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency 1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£902</td>
<td>£836</td>
<td>£766</td>
</tr>
<tr>
<td>Half Page</td>
<td>£542</td>
<td>£488</td>
<td>£460</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.

**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)

**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.

**Contact Details**

**Publisher:**
SAGE Publishing, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**
Neil Chesher - Commercial Sales Account Manager
Tel: +44 (0) 207 324 8601
Email: Neil.Chesher@sagepub.co.uk

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