

# Advertising Rates And Specifications - 2017



Editor-in-Chief: **Alun Davies, UK**

North American Editor: **Steven Zimmet, USA**

The leading scientific journal devoted entirely to venous disease, **Phlebology** is the official journal of:

- The American College of Phlebology
- The Australasian College of Phlebology
- The Venous Forum of the Royal Society of Medicine
- The European Venous Forum
- The Benelux Society

**Phlebology** publishes the results of high quality studies and reviews on any factor that may influence the outcome of patients with venous disease. This journal provides authoritative information about all aspects of diseases of the veins, including up to the minute reviews, original articles and short reports on the latest treatment procedures and patient outcomes to help medical practitioners, allied health professionals and scientists stay up-to date on developments.

**Readership profile:** all phlebologists, venous disease specialists, academics and all those involved in the study of treatment of venous disease.

## Journal Statistics

### Volume: 32

ISI 2015 Impact Factor: 1.413

Ranking: 52/63 in Peripheral Vascular Disease

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

### Print

Circulation: 2,228

Frequency: The journal is published 10 times per year.

### Online - [phl.sagepub.com](http://phl.sagepub.com)

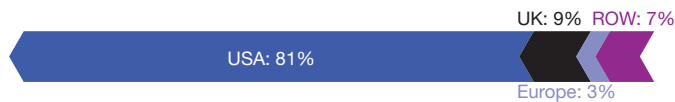
Average Monthly Page Views: 15,099\*

Average Monthly Unique Visitors: 5,700

e-Toc registrants: 718

\*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
February	04 December 2016	09 December 2016	04 February 2017
March	13 January 2017	18 January 2017	03 March 2017
April	10 February 2017	15 February 2017	01 April 2017
May	10 March 2017	15 March 2017	02 May 2017
June	15 April 2017	19 April 2017	02 June 2017
July	12 May 2017	17 May 2017	01 July 2017
August	09 June 2017	14 June 2017	03 August 2017
September	14 July 2017	19 July 2017	01 September 2017
<b>October*</b>	11 August 2017	16 August 2017	03 October 2017
December	13 October 2017	18 October 2017	01 December 2017

### Print advertising rates – 2017:

#### Colour Rates

Frequency	1x	3x	6x
<b>Full Page</b>	£1,393	£1,289	£1,224
<b>Outside Back Cover</b>	£1,672	£1,546	£1,468
<b>Inside Front Cover</b>	£1,601	£1,481	£1,360
<b>Inside Back Cover</b>	£1,530	£1,415	£1,301
<b>Half Page</b>	£765	£707	£650
<b>Double Spread</b>	£2,786	£2,578	£2,449

#### Black and white rates

Frequency	1x	3x	6x
<b>Full Page</b>	£902	£836	£766
<b>Half Page</b>	£542	£488	£460

### \*Bonus Distribution

- October: ACP Annual Congress (2-5 November 2017 - Austin TX, USA)

## 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.

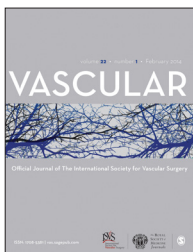
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

**Double Spread**

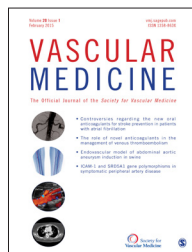
Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Agency commission 10%

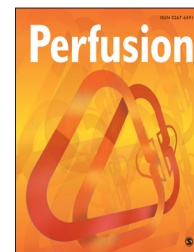
## Related Journals



Vascular  
[vas.sagepub.com](http://vas.sagepub.com)



Vascular Medicine  
[vmj.sagepub.com](http://vmj.sagepub.com)



Perfusion  
[prf.sagepub.com](http://prf.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:**

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**For artwork submission:**

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