Advertising Rates And Specifications - 2017

Editor: Catherine Walshe, Lancaster University, UK

Palliative Medicine is an international interdisciplinary journal dedicated to improving knowledge and clinical practice in the palliative care of patients with far advanced disease. It reflects the multidisciplinary approach that is the hallmark of effective palliative care.

Palliative Medicine Journal is the official journal of the European Association for Palliative Care (EAPC) and the Association for Palliative Medicine of Great Britain and Northern Ireland (APM).

Readership profile: doctors, nurses, physiotherapists, psychologists, social workers, the clergy, occupational therapists

Journal Statistics

Volume: 31

2015 Impact Factor: 3.685

Ranking: 9/87 in Health Care Sciences & Services
19/151 in Medicine, General & Internal
23/172 in Public, Environmental & Occupational Health (SCI)

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

Print

Circulation: 228

Frequency: The journal is published 10 times per year.

Online - pmj.sagepub.com

Average Monthly Page Views: 49,811*

Average Monthly Unique Visitors: 21,200

e-Toc registrants: 2,929

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

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>January</td>
<td>28 October 2016</td>
<td>04 November 2016</td>
<td>03 January 2017</td>
</tr>
<tr>
<td>February</td>
<td>18 November 2016</td>
<td>25 November 2016</td>
<td>01 February 2017</td>
</tr>
<tr>
<td>March*</td>
<td>23 December 2016</td>
<td>30 December 2016</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>April</td>
<td>27 January 2017</td>
<td>03 February 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>May*</td>
<td>24 February 2017</td>
<td>03 March 2017</td>
<td>02 May 2017</td>
</tr>
<tr>
<td>June</td>
<td>24 March 2017</td>
<td>31 March 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>July</td>
<td>27 April 2017</td>
<td>04 May 2017</td>
<td>03 July 2017</td>
</tr>
<tr>
<td>September</td>
<td>29 June 2017</td>
<td>06 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>October</td>
<td>28 July 2017</td>
<td>04 August 2017</td>
<td>02 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>28 September 2017</td>
<td>05 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>£1,650</td>
<td>£1,526</td>
<td>£1,401</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,897</td>
<td>£1,754</td>
<td>£1,401</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,815</td>
<td>£1,678</td>
<td>£1,541</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,732</td>
<td>£1,602</td>
<td>£1,471</td>
</tr>
<tr>
<td>Half Page</td>
<td>£961</td>
<td>£889</td>
<td>£817</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,887</td>
<td>£2,670</td>
<td>£2,453</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>£1,070</td>
<td>£990</td>
<td>£910</td>
</tr>
<tr>
<td>Half Page</td>
<td>£621</td>
<td>£608</td>
<td>£592</td>
</tr>
</tbody>
</table>

*Bonus Distribution

- March issue: British Pain Society's 2017 Annual Scientific Meeting
- May issue: World Congress of the European Association of Palliative Care
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.

Full circulation inserts (up to 20g): £1,720

**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.

Related Journals

- **British Journal of Pain**
  - bjnp.sagepub.com
- **Pain News**
- **Cephalalgia**
  - cep.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:**

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