Shoulder & Elbow is devoted to the advancement of the science of diagnosis and management of shoulder and elbow disorders. The Journal publishes peer-reviewed original research articles and reviews related to shoulder and elbow surgery and rehabilitation that strive to: foster and advance the science and practice of shoulder and elbow disorders, standardize assessment, scoring of disability and nomenclature relevant to the shoulder and elbow, improve quality of care by encouraging the collection of scientific data and functional outcomes, promote and stimulate research and encourage international research collaboration, and cultivate international relationships in the field of shoulder and elbow care.

Shoulder & Elbow is the official journal of the British Elbow & Shoulder Society.

Readership profile: upper limb surgeons, shoulder and elbow specialists, rehabilitation specialists

Journal Statistics

Print Volume: 9
Abstract/Indexing: PubMed Central
Circulation: 682
Frequency: The journal is published 4 times per year.

Print Geographical Distribution
UK: 56%
Europe: 2%
ROW: 2%

Online Geographical Distribution
US/Canada: 24%
Europe: 2%
ROW: 15%
UK: 22%
Asia: 18%

Online - sel.sagepub.com
Average Monthly Page views: 7,559*
Average Monthly Unique Visitors: 1,650
e-Toc registrants: 269

*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>April</td>
<td>23 January 2017</td>
<td>13 February 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>July (published early for BESS conference)</td>
<td>23 March 2017</td>
<td>13 April 2017</td>
<td>15 June 2017</td>
</tr>
<tr>
<td>BESS Abstract Book</td>
<td>21 July 2017</td>
<td>11 August 2017</td>
<td>29 September 2017</td>
</tr>
<tr>
<td>October</td>
<td>21 July 2017</td>
<td>11 August 2017</td>
<td>29 September 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>1x</td>
<td>£1,414</td>
<td>£1,289</td>
<td>£1,061</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>1x</td>
<td>£1,638</td>
<td>£1,482</td>
<td>£1,273</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>1x</td>
<td>£1,555</td>
<td>£1,417</td>
<td>£1,167</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>1x</td>
<td>£1,485</td>
<td>£1,352</td>
<td>£1,114</td>
</tr>
<tr>
<td>Half Page</td>
<td>1x</td>
<td>£690</td>
<td>£657</td>
<td>£637</td>
</tr>
<tr>
<td>Double Spread</td>
<td>1x</td>
<td>£2,475</td>
<td>£2,256</td>
<td>£1,857</td>
</tr>
</tbody>
</table>

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>1x</td>
<td>£711</td>
<td>£676</td>
<td>£637</td>
</tr>
<tr>
<td>Half Page</td>
<td>1x</td>
<td>£424</td>
<td>£403</td>
<td>£371</td>
</tr>
</tbody>
</table>

Bonus Distribution
- July issue: BESS meeting 2017 (21st June Coventry)
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 £49.00 and £490 for 10,000 impressions, with a minimum of £475 /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

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.

Cancellations

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) x105mm (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

The Journal of Hand Surgery European Volume

jhs.sagepub.com

Hand Therapy

hth.sagepub.com

Prosthetics and Orthotics International

poi.sagepub.com

Contact Details

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