

# Advertising Rates And Specifications - 2017



Editor: **Ingvar Karlberg, Sweden**

**Scandinavian Journal of Public Health** is an international peer reviewed journal that publishes high quality research on all aspects of global public health. It is the official journal of the Associations of Public Health in the Nordic Countries.

*"The Public Health system in the Nordic countries is well known worldwide and the wealth of population based health registers provides unique research opportunities. Readers with an interest in public health systems and population based epidemiology should turn to the Scandinavian Journal of Public Health to keep track on what research is done and what research can be done."*

- Jorn Olsen, Professor and Chair, Dept of Epidemiology, School of Public Health, UCLA, Los Angeles

Readership profile: researchers and practitioners in academia, government and health care working in the fields of social medicine, epidemiology, public health, health services research and preventive medicine

## Journal Statistics

### Volume: 45

2015 Impact Factor: 1.318

Ranking: 89/153 in Public, Environmental & Occupational Health (SSCI), 113/172 in Public, Environmental & Occupational Health (SCI)

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

### Print

Circulation: 465

Frequency: The journal is published 8 times per year.

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

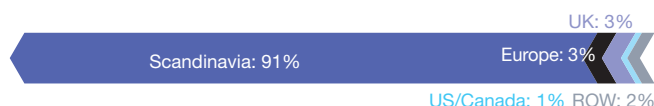
Average Monthly Page Views: 22,825\*

Average Monthly Unique Visitors: 13,200

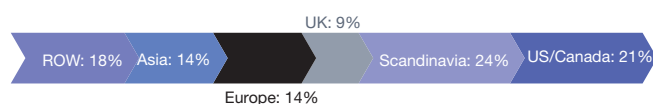
e-Toc registrants: 1,278

\*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	25 November 2016	02 December 2016	06 January 2017
March	06 January 2017	13 January 2017	17 February 2017
May	03 March 2017	10 March 2017	14 April 2017
June	04 April 2017	11 April 2017	19 May 2017
July	09 May 2017	16 May 2017	20 June 2017
August	08 June 2017	15 June 2017	21 July 2017
November	05 September 2017	12 September 2017	20 October 2017
December	03 October 2017	10 October 2017	21 November 2017

### Print advertising rates – 2017:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,393	£1,289	£1,183
Outside Back Cover	£1,672	£1,546	£1,421
Inside Front Cover	£1,601	£1,481	£1,360
Inside Back Cover	£1,530	£1,415	£1,301
Half Page	£765	£707	£650
Double Spread	£2,438	£2,256	£2,070

#### Black and white rates

Frequency	1x	3x	6x
Full Page	£902	£836	£766

## 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.

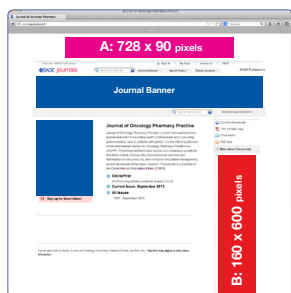
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

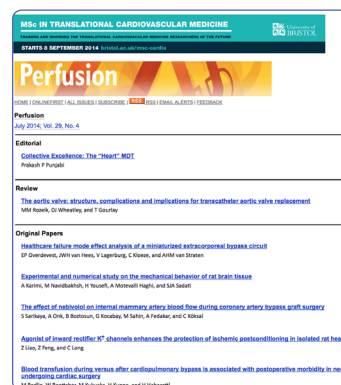
- Our standard rate is £49 per 1,000 impressions, with a minimum of £490/10,000 impressions per booking.
- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party 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 216mm (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%

## Contact Details

**Publisher:**

SAGE Publishing, 1 Oliver's Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**

Manuela Brun - *Commercial Sales Account Manager*

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**For artwork submission:**

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