European Journal of Preventive Cardiology is the official journal of the European Association of Preventive Cardiology (EAPC) and embraces all the scientific, clinical and public health disciplines that address cardiovascular health, primary and secondary prevention.

It serves the interests of complementary working groups in the European Society of Cardiology and other European professional societies, such as hypertension, atherosclerosis, diabetes, internal medicine, behavioural medicine and general practice. It provides an avenue for reports of the European Heart Network, national heart foundations, non-governmental and governmental organizations, and the European Union.

Readership profile: cardiologists, medics and health care professionals involved in preventive cardiology

**Journal Statistics**

**Volume:** 24

2015 ISI Impact Factor: 3.361

Ranking: 33/124 in Cardiac & Cardiovascular Systems

2015 Journal Citation Reports® (Thomson Reuters, 2016)

**Print**

Circulation: 205

Frequency: The journal is published 18 times per year.

**Online - cpr.sagepub.com**

Average Monthly Page Views: 16,099*

Average Monthly Unique Visitors: 17,300
e-Toc registrants: 669

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

**Print Geographical Distribution**

Europe: 65%

ROW: 15%

UK: 16%

Asia: 4%

**Online Geographical Distribution**

Europe: 25%

Asia: 23%

UK: 10%

ROW: 15%

US/Canada: 27%

**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>19 November 2016</td>
<td>26 November 2016</td>
<td>04 January 2017</td>
</tr>
<tr>
<td>January II</td>
<td>25 November 2016</td>
<td>02 December 2016</td>
<td>15 January 2017</td>
</tr>
<tr>
<td>February</td>
<td>03 December 2016</td>
<td>10 December 2016</td>
<td>03 February 2017</td>
</tr>
<tr>
<td>March*</td>
<td>13 January 2017</td>
<td>20 January 2017</td>
<td>03 March 2017</td>
</tr>
<tr>
<td>March II</td>
<td>27 January 2017</td>
<td>03 February 2017</td>
<td>15 March 2017</td>
</tr>
<tr>
<td>April*</td>
<td>19 February 2017</td>
<td>26 February 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>May</td>
<td>14 March 2017</td>
<td>21 March 2017</td>
<td>01 May 2017</td>
</tr>
<tr>
<td>May II</td>
<td>27 March 2017</td>
<td>03 April 2017</td>
<td>15 May 2017</td>
</tr>
<tr>
<td>June</td>
<td>13 April 2017</td>
<td>20 April 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>July*</td>
<td>13 May 2017</td>
<td>20 May 2017</td>
<td>03 July 2017</td>
</tr>
<tr>
<td>July II</td>
<td>27 May 2017</td>
<td>03 June 2017</td>
<td>14 July 2017</td>
</tr>
<tr>
<td>August</td>
<td>15 June 2017</td>
<td>22 June 2017</td>
<td>01 August 2017</td>
</tr>
<tr>
<td>September*</td>
<td>20 July 2017</td>
<td>27 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>September II</td>
<td>27 July 2017</td>
<td>03 August 2017</td>
<td>15 September 2017</td>
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<tr>
<td>October</td>
<td>12 August 2017</td>
<td>19 August 2017</td>
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<td>November</td>
<td>14 September 2017</td>
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<td>November II</td>
<td>27 September 2017</td>
<td>03 October 2017</td>
<td>15 November 2017</td>
</tr>
<tr>
<td>December</td>
<td>12 October 2017</td>
<td>20 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>£1,202</td>
<td>£1,113</td>
<td>£1,022</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,382</td>
<td>£1,278</td>
<td>£1,174</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,322</td>
<td>£1,223</td>
<td>£1,125</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,262</td>
<td>£1,167</td>
<td>£1,073</td>
</tr>
<tr>
<td>Half Page</td>
<td>£711</td>
<td>£657</td>
<td>£605</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,404</td>
<td>£2,226</td>
<td>£2,043</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>£711</td>
<td>£657</td>
<td>£605</td>
</tr>
<tr>
<td>Half Page</td>
<td>£426</td>
<td>£395</td>
<td>£363</td>
</tr>
</tbody>
</table>

*Bonus Distribution*

- March: EuroHeartCare 2017 - Jönköping, Sweden
- April: EuroPrevent 2017 TBC
- July: ESC Congress 2017, 26th - 30th August - Barcelona, Spain
- September: Acute Cardiac Care Congress, 6th - 8th April - Malaga, Spain
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.
- 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)

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.

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.

Related Journals

European Heart Journal: Acute Cardiovascular Care
acc.sagepub.com

European Journal of Cardiovascular Nursing
cnu.sagepub.com

Contact Details

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