Editor (Americas): Margie Scherk, catsINK, Vancouver, Canada
Editor (Rest of World): Andy Sparkes, International Society of Feline Medicine, UK
Managing Editor: Margaret Melling, International Society of Feline Medicine, UK

The *Journal of Feline Medicine and Surgery* is an international journal, and the official journal of the International Society of Feline Medicine (www.icatcare.org/vets) and the American Association of Feline Practitioners (www.catvets.com).

It is published monthly in two formats. The ‘classic’ editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. Manuscripts comprise a mix of original articles, short communications, case series and letters to the editor. The ‘clinical practice’ editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews and letters) are peer reviewed by the editors and selected referees. An international news section provides ISFM and AAFP society updates and relevant information from other feline groups, as well as position statements and book reviews.

An online, open access sister journal, the *Journal of Feline Medicine and Surgery Open Reports*, publishes high quality case reports and short case series presenting novel information, as well as short communications reporting valuable regional prevalence data or other relevant data related to well-recognised diseases of domestic cats.

**Journal Statistics**

**Volume: 19**

Abstracted/Indexed in: CAB Abstracts, CAB Health, Index Veterinarius, MEDLINE®, Scopus, Veterinary Bulletin

2015 ISI Impact Factor: 1.211

Ranking: 43/138 in Veterinary Sciences

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

**Print**

Circulation: 5,653

Frequency: monthly – 12 issues per year.

**Online - jfms.com**

Average Monthly Page Views: 48,539*

Average Monthly Unique Visitors: 17,800

e-Toc registrants: 631

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

**Print Geographical Distribution**

USA: 57%

UK: 21%

Europe: 8%

ROW: 6%

**Online Geographical Distribution**

USA: 34%

Europe: 22%

UK: 12%

ROW: 20%

Asia-Pacific: 7%

**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>06 November 2016</td>
<td>13 November 2016</td>
<td>06 January 2017</td>
</tr>
<tr>
<td>February</td>
<td>07 December 2016</td>
<td>14 December 2016</td>
<td>21 January 2017</td>
</tr>
<tr>
<td>March</td>
<td>07 January 2017</td>
<td>14 January 2017</td>
<td>24 February 2017</td>
</tr>
<tr>
<td>April</td>
<td>10 February 2017</td>
<td>17 February 2017</td>
<td>18 March 2017</td>
</tr>
<tr>
<td>May</td>
<td>09 March 2017</td>
<td>16 March 2017</td>
<td>20 April 2017</td>
</tr>
<tr>
<td>June</td>
<td>07 April 2017</td>
<td>14 April 2017</td>
<td>19 May 2017</td>
</tr>
<tr>
<td>July</td>
<td>05 May 2017</td>
<td>12 May 2017</td>
<td>20 June 2017</td>
</tr>
<tr>
<td>August</td>
<td>08 June 2017</td>
<td>15 June 2017</td>
<td>21 July 2017</td>
</tr>
<tr>
<td>September</td>
<td>08 July 2017</td>
<td>15 July 2017</td>
<td>17 August 2017</td>
</tr>
<tr>
<td>October</td>
<td>10 August 2017</td>
<td>17 August 2017</td>
<td>22 September 2017</td>
</tr>
<tr>
<td>November</td>
<td>09 September 2017</td>
<td>16 September 2017</td>
<td>20 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>06 October 2017</td>
<td>13 October 2017</td>
<td>23 November 2017</td>
</tr>
</tbody>
</table>

*Bonus Distribution

*Information available on request
### Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>GBP</td>
<td>USD</td>
<td>GBP</td>
<td>USD</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,650</td>
<td>$2,722</td>
<td>£1,620</td>
<td>$2,673</td>
</tr>
<tr>
<td>Half page</td>
<td>£961</td>
<td>$1,587</td>
<td>£944</td>
<td>$1,557</td>
</tr>
<tr>
<td>DPS:</td>
<td>£2,891</td>
<td>$4,763</td>
<td>£2,838</td>
<td>$4,291</td>
</tr>
<tr>
<td>Cover positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£2,063</td>
<td>$3,403</td>
<td>£2,024</td>
<td>$3,341</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£1,980</td>
<td>$3,268</td>
<td>£1,943</td>
<td>$3,206</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,897</td>
<td>$3,130</td>
<td>£1,862</td>
<td>$3,072</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Full page</th>
<th>Half page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and white</td>
<td>GBP</td>
<td>USD</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,072</td>
<td>£1,766</td>
</tr>
<tr>
<td>Half page</td>
<td>£621</td>
<td>£1,024</td>
</tr>
</tbody>
</table>

### 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.

### Online Advertising

**Available locations/sizes:**
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels

**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.

### 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.

**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.

### 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
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**For artwork submission:**
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