Advertising Rates And Specifications - 2017

Editor-in-Chief Emeritus: Mark A. Creager, Brigham and Women’s Hospital, USA
Editor-in-Chief: Heather L. Gornik, The Cleveland Clinic Foundation, USA

Vascular Medicine is the official journal of the Society for Vascular Medicine. Vascular Medicine is the premier and and ISI-ranked, peer-reviewed international journal of vascular medicine comprising original research articles and reviews on vascular biology, epidemiology, diagnosis, medical treatment and interventions for vascular disease.

Vascular Medicine is dedicated to advancing the field of vascular medicine by publishing the latest research in vascular biology integrated with the practice of vascular medicine and vascular surgery.

Original research papers and review articles interpret the important advances to clinical practice in:
- Prevention of cardiovascular disease
- Endovascular interventional procedures
- Diagnostic techniques and clinical practice

Dedicated to advancing the field of vascular medicine this journal:
- Combines basic science with clinical medicine making it relevant to all physicians, surgeons or internists, trained or in training.
- Caters for all aspects of heart and vascular disease and contains review articles for leading scientific research papers

Readership profile: Vascular Medicine combines basic science with clinical medicine making it relevant to all physicians, surgeons and internists trained or in training

Journal Statistics

Volume: 22
ISI 2015 Impact Factor: 1.438
Ranking: 51/63 in Peripheral Vascular Disease
Source: 2015 Journal Citation Reports (Thomson Reuters, 2016)

Print
Circulation: 385
Frequency: The journal is published 6 times per year.

Online - vmj.sagepub.com
Average Monthly Page Views: 10,037*
Average Monthly Unique Visitors: 6,400
e-Toc registrants: 1,250

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

Print Geographical Distribution

US/Canada: 81%
UK: 3%
ROW: 11%
Europe: 4%

Online Geographical Distribution

Asia: 24%
Europe: 21%
UK: 7%
ROW: 14%
US/Canada: 34%

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>February</td>
<td>16 December 2016</td>
<td>23 December 2016</td>
<td>01 February 2017</td>
</tr>
<tr>
<td>April</td>
<td>03 February 2017</td>
<td>10 February 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>June*</td>
<td>31 March 2017</td>
<td>07 April 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>August</td>
<td>02 June 2017</td>
<td>09 June 2017</td>
<td>01 August 2017</td>
</tr>
<tr>
<td>October</td>
<td>04 August 2017</td>
<td>11 August 2017</td>
<td>02 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>05 October 2017</td>
<td>12 October 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- June: SVM 28th Scientific Sessions, June 14-17, 2017 - New Orleans, Louisiana USA

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>£667</td>
<td>£604</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£470</td>
<td>£434</td>
<td>£399</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>£302</td>
<td>£336</td>
<td>£766</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.

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

Mechanical requirements for print advertisements

- Full Page, bleed
  - 303mm (h) x 216mm (w)
- Full page
  - Trim size
  - 297mm (h) x 210mm (w)
- Full page, type area
  - 268mm (h) x 180mm (w)
- Half Page
  - Horizontal
  - 131mm (h) x 180mm (w)
  - Vertical
  - 268mm(h) x 87mm (w)
- Quarter Page
  - 131mm (h) x 87mm (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.

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.

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Related Journals

Vascular
vas.sagepub.com

Phlebology
phl.sagepub.com

Diabetes & Vascular Disease Research
dvr.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:
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For artwork submission:
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Email: andrea.jarosova@sagepub.co.uk