Advertising Rates and Specifications - 2017

Editor: Kenneth Ouriel, MD, Columbia University, New York, USA

Vascular is the official journal of the International Society for Vascular Surgery (ISVS). Vascular provides readers with new and unusual up-to-date articles and case reports focusing on vascular and endovascular topics. It is a highly international forum for the discussion and debate of all aspects of this distinct surgical specialty. It also features opinion pieces, literature reviews and controversial issues presented from various points of view.

Readership profile: specialists in vascular surgery

Journal Statistics

Volume: 25
2014 Impact Factor: 0.612
Ranking: 63/63 in Peripheral Vascular Disease
Source: 2014 Journal Citation Reports® (Thomson Reuters, 2015)

Print
Circulation: 262
Frequency: The journal is published 6 times per year.

Online - vas.sagepub.com
Average Monthly Page Views: 7,875*
Average Monthly Unique Visitors: 3,200
e-Toc registrants: 530
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution
UK: 5% ROW: 16%
US/Canada: 64%
Europe: 15%
ROW: 12%

Online Geographical Distribution
UK: 7%
Asia: 25%
Europe: 18%
US/Canada: 38%
ROW: 12%

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>25 November 2016</td>
<td>01 December 2016</td>
<td>01 February 2017</td>
</tr>
<tr>
<td>April</td>
<td>27 January 2017</td>
<td>01 February 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>June</td>
<td>07 April 2017</td>
<td>14 April 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>August</td>
<td>30 June 2017</td>
<td>07 July 2017</td>
<td>01 August 2017</td>
</tr>
<tr>
<td>October*</td>
<td>18 August 2017</td>
<td>25 August 2017</td>
<td>02 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>13 October 2017</td>
<td>20 October 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<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>£1,202</td>
<td>£1,113</td>
<td>£1,022</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>1x</td>
<td>£1,382</td>
<td>£1,278</td>
<td>£1,174</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>1x</td>
<td>£1,322</td>
<td>£1,223</td>
<td>£1,125</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>1x</td>
<td>£1,262</td>
<td>£1,167</td>
<td>£1,104</td>
</tr>
<tr>
<td>Half Page</td>
<td>1x</td>
<td>£711</td>
<td>£657</td>
<td>£605</td>
</tr>
<tr>
<td>Double Spread</td>
<td>1x</td>
<td>£2,404</td>
<td>£2,226</td>
<td>£2,043</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>£657</td>
<td>£605</td>
</tr>
<tr>
<td>Half Page</td>
<td>1x</td>
<td>£426</td>
<td>£395</td>
<td>£363</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- October: Veith Symposium, TBC November - NY City, USA

SAGE Publishing
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 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)

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

Vascular Medicine
vmj.sagepub.com

Phlebology
phl.sagepub.com

Journal of Endovascular Therapy
jet.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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