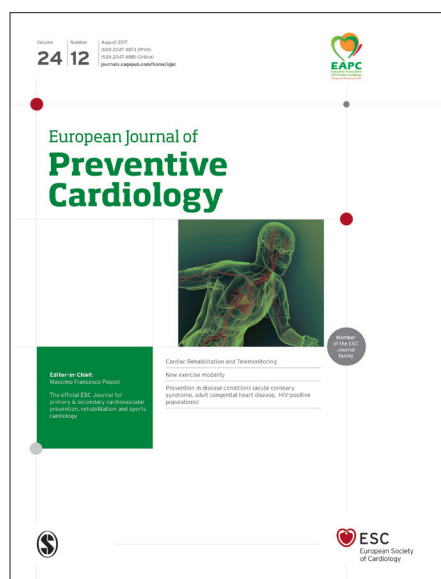


# Advertising Rates And Specifications - 2018



Editor: **Massimo Francesco Piepoli**, *Guillermo da Saliceto Hospital, Italy*

**European Journal of Preventive Cardiology** is the official journal of the European Association of Preventive Cardiology (EAPC) of the ESC and embraces all the scientific, clinical and public health disciplines that address the causes and prevention of cardiovascular disease, as well as cardiovascular rehabilitation and exercise physiology.

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: 25

2016 ISI Impact Factor: 3.606

Ranking: 43/126 in Cardiac & Cardiovascular Systems

Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

### Print

Circulation: 200

Frequency: The journal is published 18 times per year.

### Online - [journals.sagepub.com/home/cpr](http://journals.sagepub.com/home/cpr)

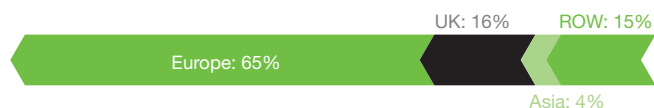
Average Monthly Page Views: 34,007\*

Average Monthly Unique Visitors: 13,917

e-Toc registrants: 528

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

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	13 November 2017	20 November 2017	01 January 2018
January II	27 November 2017	04 December 2017	15 January 2018
<b>February*</b>	05 January 2018	12 January 2018	01 February 2018
March	15 January 2018	22 January 2018	01 March 2018
March II	29 January 2018	05 March 2018	15 March 2018
<b>April*</b>	19 February 2018	26 February 2018	01 April 2018
May	05 March 2018	12 March 2018	01 May 2018
May II	19 March 2018	26 March 2018	15 May 2018
June	09 April 2018	16 April 2018	01 June 2018
July	01 May 2018	08 May 2018	01 July 2018
July II	21 May 2018	29 May 2018	15 July 2018
<b>August*</b>	11 June 2018	18 June 2018	01 August 2018
September	09 July 2018	16 July 2018	01 September 2018
September II	23 July 2018	30 July 2018	15 September 2018
October	13 August 2018	20 August 2018	01 October 2018
November	10 September 2018	17 September 2018	01 November 2018
November II	24 September 2018	01 October 2018	15 November 2018
December	15 October 2018	22 October 2018	01 December 2018

### Print advertising rates – 2018:

Colour Rates			
Frequency	1x	3x	6x
<b>Full Page</b>	£1,238	£1,146	£1,052
<b>Outside Back Cover</b>	£1,424	£1,317	£1,210
<b>Inside Front Cover</b>	£1,362	£1,260	£1,158
<b>Inside Back Cover</b>	£1,300	£1,202	£1,105
<b>Half Page</b>	£732	£676	£623
<b>Double Spread</b>	£2,476	£2,293	£2,105
Black and White Rates			
Frequency	1x	3x	6x
<b>Full Page</b>	£732	£676	£623
<b>Half Page</b>	£439	£406	£374

### Bonus Distribution

- February: Acute Cardiovascular Care 2018 - 3-5 March 2018, Milan
- April: EuroHeartCare 2018 - 7-9 June Dublin, Ireland, EuroPrevent 2018 19-21 April 2018 in Ljubljana - Slovenia
- August: ESC Congress 2018, 25-29 August 2018, Munich, Germany

## 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.

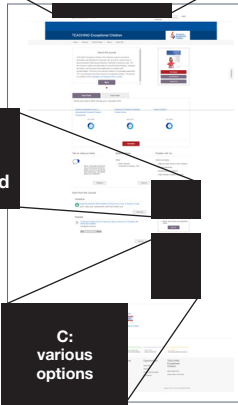
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

A: 728x90 Leaderboard



### Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

### Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

### Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

## 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.

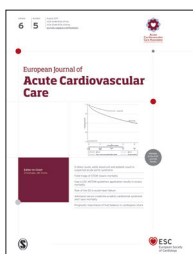
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

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.

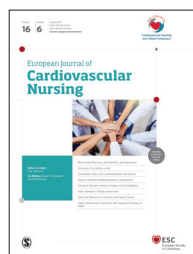
Agency commission 10%

## Related Journals



European Heart Journal:  
Acute Cardiovascular Care

[journals.sagepub.com/  
home/acc](http://journals.sagepub.com/home/acc)



European Journal of  
Cardiovascular Nursing

[journals.sagepub.com/  
home/cnu](http://journals.sagepub.com/home/cnu)

## Contact Details

### Publisher:

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