Advertising Rates And Specifications - 2018

Editor: Peter Grant, University of Leeds, UK

Diabetes & Vascular Disease Research is the first international peer-reviewed journal to unite diabetes and vascular disease research in a single title. The journal publishes original papers, research letters and reviews.

Links diabetes, its metabolic consequences and vascular outcomes.

Original research in fields of insulin resistance and metabolic disorders.

Promotes understanding of pathology, aetiology and management of thrombosis, hyperglycaemia, hypertension, dyslipidaemia and micro- and macrovascular consequences.

Journal Statistics

Volume: 15
Impact Factor: 3.417
Ranking: 21/63 in Peripheral Vascular Disease, 56/138 in Endocrinology & Metabolism
Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Print
Circulation: 746
Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/dvr
Average Monthly Page Views: 7,400*
Average Monthly Unique Visitors: 3,631
e-Toc registrants: 753

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

Print Geographical Distribution
UK: 30%  UK: 6%
US/Canada: 23%  US/Canada: 20%
Europe: 21%  Europe: 19%
ROW: 26%  ROW: 19%

Online Geographical Distribution
ROW: 19%  Asia: 28%
Europe: 19%  US/Canada: 20%
China: 8%

Advertising Rates & Information - 2018

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>04 October 2017</td>
<td>11 October 2017</td>
<td>01 January 2018</td>
</tr>
<tr>
<td>March</td>
<td>08 December 2017</td>
<td>15 December 2017</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>May</td>
<td>06 February 2018</td>
<td>13 February 2018</td>
<td>01 May 2018</td>
</tr>
<tr>
<td>July</td>
<td>04 April 2018</td>
<td>11 April 2018</td>
<td>01 July 2018</td>
</tr>
<tr>
<td>September</td>
<td>09 June 2018</td>
<td>16 June 2018</td>
<td>01 September 2018</td>
</tr>
<tr>
<td>November</td>
<td>03 August 2018</td>
<td>10 August 2018</td>
<td>01 November 2018</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:

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>£1,238</td>
<td>£1,146</td>
<td>£1,052</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,424</td>
<td>£1,317</td>
<td>£1,210</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,362</td>
<td>£1,260</td>
<td>£1,158</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,300</td>
<td>£1,202</td>
<td>£1,105</td>
</tr>
<tr>
<td>Half Page</td>
<td>£732</td>
<td>£676</td>
<td>£623</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,476</td>
<td>£2,293</td>
<td>£2,105</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>£732</td>
<td>£676</td>
<td>£623</td>
</tr>
<tr>
<td>Half Page</td>
<td>£439</td>
<td>£406</td>
<td>£374</td>
</tr>
</tbody>
</table>
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

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.

Related Journals

European Journal of Preventive Cardiology
journals.sagepub.com/home/cpr

Therapeutic Advances in Cardiovascular Disease
journals.sagepub.com/home/tak

Vascular
journals.sagepub.com/home/vas

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver’s Yard
55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
Elisabetta Palanghi Sheffield
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8752
Email: elisabetta.sheffield@sagepub.co.uk

For artwork submission:
Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk

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) x105mm (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.