Advertising Rates And Specifications - 2018

Editor: John White, Guy’s and St Thomas’ NHS Foundation Trust

The International Journal of STD & AIDS is the official journal of the British Association of Sexual Health & HIV (BASHH) and the International Union against Sexually Transmitted Infections (IUSTI). The journal provides a clinically orientated forum for investigating and treating sexually transmissible infections, HIV and AIDS.

Publishing original research and practical papers, the journal contains in-depth review articles, short papers, case reports, audit reports and CPD papers. There is also a lively correspondence column, a book review section, and news from the genitourinary medicine associations.

Readership profile: clinicians, academics, medical practitioners and researchers involved in the study and treatment of sexual health

Journal Statistics

Volume: 29

2016 Impact Factor: 1.350

Ranking: 73/84 in Infectious Diseases, 136/150 in Immunology

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

Print

Circulation: 850

Frequency: The journal is published 14 times per year.

Online: journals.sagepub.com/home/std

Average Monthly Page views: 28,377*

Average Monthly Unique Visitors: 11,622

e-Toc registrants: 471

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

Print Geographical Distribution

UK: 92%

ROW: 3%

Online Geographical Distribution

UK: 10%

Europe: 18%

Asia: 21%

ROW: 22%

US/Canada: 29%

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>09 November 2017</td>
<td>16 November 2017</td>
<td>01 January 2018</td>
</tr>
<tr>
<td>February</td>
<td>30 November 2017</td>
<td>07 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>March I</td>
<td>11 January 2018</td>
<td>18 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>March II</td>
<td>18 January 2018</td>
<td>25 January 2018</td>
<td>15 March 2018</td>
</tr>
<tr>
<td>April</td>
<td>08 February 2018</td>
<td>15 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>May*</td>
<td>08 March 2018</td>
<td>15 March 2018</td>
<td>01 May 2018</td>
</tr>
<tr>
<td>June</td>
<td>12 April 2018</td>
<td>19 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>July</td>
<td>10 May 2018</td>
<td>17 May 2018</td>
<td>01 July 2018</td>
</tr>
<tr>
<td>August</td>
<td>14 June 2018</td>
<td>21 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>September</td>
<td>12 July 2018</td>
<td>19 July 2018</td>
<td>01 September 2018</td>
</tr>
<tr>
<td>October I</td>
<td>09 August 2018</td>
<td>16 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>October II</td>
<td>16 August 2018</td>
<td>23 August 2018</td>
<td>15 October 2018</td>
</tr>
<tr>
<td>November</td>
<td>13 September 2018</td>
<td>20 September 2018</td>
<td>01 November 2018</td>
</tr>
<tr>
<td>December</td>
<td>11 October 2018</td>
<td>18 October 2018</td>
<td>01 December 2018</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:

<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></td>
<td>£1,435</td>
<td>£1,328</td>
<td>£1,218</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£1,722</td>
<td>£1,592</td>
<td>£1,463</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£1,649</td>
<td>£1,525</td>
<td>£1,401</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>£1,576</td>
<td>£1,458</td>
<td>£1,340</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£788</td>
<td>£728</td>
<td>£670</td>
</tr>
<tr>
<td>Double Spread</td>
<td></td>
<td>£2,870</td>
<td>£2,655</td>
<td>£2,437</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></td>
<td>£929</td>
<td>£861</td>
<td>£789</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£558</td>
<td>£503</td>
<td>£474</td>
</tr>
</tbody>
</table>

*Bonus Distribution

• May issue: BASHH annual meeting and IUSTI Europe (June 2018)
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

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

<table>
<thead>
<tr>
<th>Full Page Requirements</th>
<th>Half Page Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed 286mm (h) x 216mm (w)</td>
<td>Horizontal, Type Area 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area 250mm (h) x 180mm (w)</td>
<td>Vertical, Type Area 250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Trim Area 280mm (h) x 210mm (w)</td>
</tr>
</tbody>
</table>

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.

Contact Details

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

For all advertising, reprint and supplement sales:
Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0)20 7324 8601
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For artwork submission:
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Email: Lydia.Fried@sagepub.co.uk