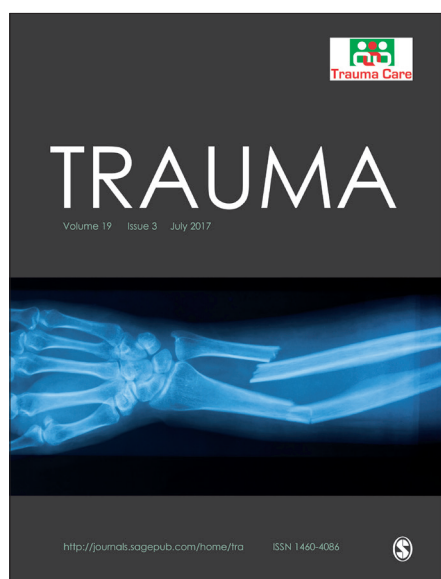


# Advertising Rates And Specifications - 2018



Editors:

**Jeff Garner**, *Rotherham Foundation Trust, UK*

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*Trauma* is a peer reviewed scholarly journal which brings together a wide range of topics of interest to all those involved in the management of trauma patients.

Authoritative reviews of all aspects of trauma care are included:

- Prevention through prehospital management
- Accident and emergency medicine
- Surgery
- Anaesthetics and intensive care
- Physical and psychiatric rehabilitation

It also publishes original research, case reports with an educational value, opinion pieces and personal views as well as general trauma interest articles.

**Readership profile:** essential for all personnel involved in the care of victims of trauma, including prevention through prehospital management, accident and emergency medicine, surgery anaesthetics and intensive care and physical and psychiatric rehabilitation

## Journal Statistics

### Volume: 20

Ranking: 50/78 in Critical Care and Intensive Care Medicine, 49/72 in Emergency Medicine, 286/374 in Surgery

### Print

Circulation: 160

Frequency: The journal is published 4 times per year.

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

Average Monthly Page Views: 7,215\*

Average Monthly Unique Visitors: 3,514

e-Toc registrants: 2,653

### Print Geographical Distribution

Asia-Pacific: 3%

Europe: 92%

USA: 5%

## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	30 October 2017	06 November 2017	01 January 2018
April	29 January 2018	05 February 2018	01 April 2018
July	27 April 2018	04 May 2018	01 July 2018
October	30 July 2018	06 August 2018	01 October 2018

### Print advertising rates – 2018:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,382	£1,278	£1,174
Outside Back Cover	£1,322	£1,223	£1,125
Inside Front Cover	£1,262	£1,167	£1,073
Inside Back Cover	£711	£657	£605

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£424	£371	£371

## Other Promotional Opportunities

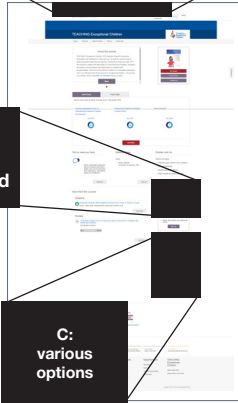
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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*  
252mm x 195mm

*Full page, trim size*  
280mm x 210mm

*Full page, type area*  
216mm x 159mm

**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

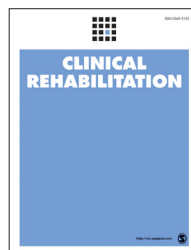
Agency commission 10%

## Related Journals



Journal of the Intensive Care Society

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



Clinical Rehabilitation

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



Scars Burns & Healing

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

## Contact Details

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