Advertising Rates And Specifications - 2018

Editor: Vlasios Brakoulas, The University of Sydney, Australia

Australasian Psychiatry is the bi-monthly journal of The Royal Australian and New Zealand College of Psychiatrists (RANZCP) that aims to promote the art of psychiatry and its maintenance of excellence in practice in Australia and throughout the world.

Readership profile: psychiatrists and mental health professionals

Journal Statistics

Volume: 26

ISI 2016 Impact Factor: 0.829

Ranking: 115/139 in Psychiatry (SSCI)
125/142 in Psychiatry (SCI)

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

Print

Circulation: 5,488

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/apy

Average Monthly Page Views: 15,436*

Average Monthly Unique Visitors: 7,250*

e-Toc registrants: 588

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

Print Geographical Distribution

Australia: 85%

NZ: 13%

US/Canada: 1%

ROW: 2%

Online Geographical Distribution

Australia: 48%

Europe: 8%

Asia: 10%

ROW: 8%

UK: 9%

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>February</td>
<td>04 December 2017</td>
<td>11 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>April</td>
<td>05 February 2018</td>
<td>12 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>June</td>
<td>02 April 2018</td>
<td>09 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>August</td>
<td>04 June 2018</td>
<td>11 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>October</td>
<td>06 August 2018</td>
<td>13 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>December</td>
<td>01 October 2018</td>
<td>08 October 2018</td>
<td>01 December 2018</td>
</tr>
</tbody>
</table>

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.
Print advertising rates – 2018:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Colour 1x</th>
<th>Colour 3x</th>
<th>Colour 6x</th>
<th>Colour 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,499</td>
<td>$4,388</td>
<td>$4,268</td>
<td>$2,524</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,309</td>
<td>$2,249</td>
<td>$2,190</td>
<td>$1,471</td>
</tr>
<tr>
<td>Double Spread</td>
<td>$7,873</td>
<td>$7,680</td>
<td>$7,469</td>
<td>$4,420</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cover positions 1x</th>
<th>Cover positions 3x</th>
<th>Cover positions 6x</th>
<th>Cover positions 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,916</td>
<td>$5,762</td>
<td>$5,618</td>
<td>$3,155</td>
</tr>
<tr>
<td>Half Page</td>
<td>$5,388</td>
<td>$5,254</td>
<td>$5,116</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

Black and white

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Black and white 1x</th>
<th>Black and white 3x</th>
<th>Black and white 6x</th>
<th>Black and white 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,215</td>
<td>$2,155</td>
<td>$2,105</td>
<td>$1,638</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,366</td>
<td>$1,333</td>
<td>$1,298</td>
<td>$948</td>
</tr>
</tbody>
</table>

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

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 281mm (h) x 216mm (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.

Contact Details

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

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