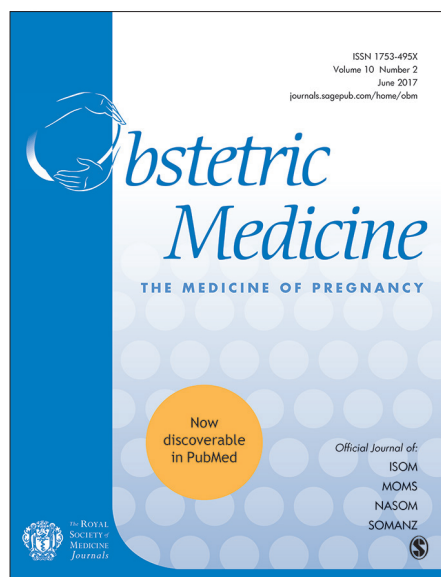


# Advertising Rates And Specifications - 2018



Editor: **Sandra Lowe**, Royal Hospital for Women, University of New South Wales, Australia

Editor: **Catherine Nelson-Piercy**, Guy's & St Thomas' Foundation Trust and Imperial College Healthcare Trust, UK

**Obstetric Medicine** is the official journal of:

- the International Society of Obstetric Medicine (ISOM)
- the MacDonald Obstetric Medicine Society (MOMS)
- the North American Society of Obstetric Medicine (NASOM)
- the Society of Obstetric Medicine of Australia and New Zealand (SOMANZ)

**Obstetric Medicine** provides expert, up-to-date reviews on a broad range of topics in the field of obstetric medicine. In touch with the controversies and challenges within the field, the journal serves as a source of information, a vehicle for the exchange of ideas and a stimulus to further investigation.

**Obstetric Medicine** publishes papers on all aspects of medicine affecting the pregnant woman. This includes conditions that pre-date pregnancy or arise de novo in pregnancy as well as the long-term health effects of pregnancy. Clinically focused, the editors plan to include a series on 'how to treat' common clinical cases.

**Readership profile:** obstetricians, physicians, maternal-foetal medicine clinicians, midwives, general practitioners, women's health specialists and academics

## Journal Statistics

### Volume: 11

Ranking: 111/173 in Obstetrics and Gynecology

### Print

Circulation: 566

Frequency: The journal is published 4 times per year.

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

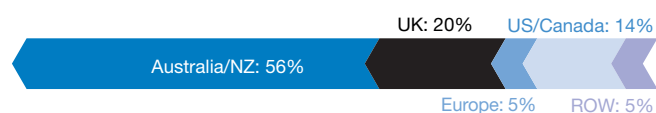
Average Monthly Page Views: 4,932\*

Average Monthly Unique Visitors: 1,794

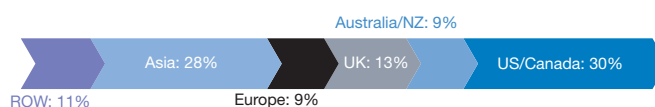
e-Toc registrants: 252

\*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
March	26 January 2018	02 February 2018	01 March 2018
June	16 April 2018	23 April 2018	01 June 2018
September	23 July 2018	30 July 2018	01 September 2018
December	22 October 2018	29 October 2018	01 December 2018

### Print advertising rates – 2018:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,435	£1,328	£1,261
Outside Back Cover	£1,722	£1,592	£1,463
Inside Front Cover	£1,649	£1,525	£1,401
Inside Back Cover	£1,576	£1,458	£1,340
Half Page	£732	£728	£670
Double Spread	£2,870	£2,655	£2,522

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£929	£861	£789
Half Page	£558	£503	£474

## 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.

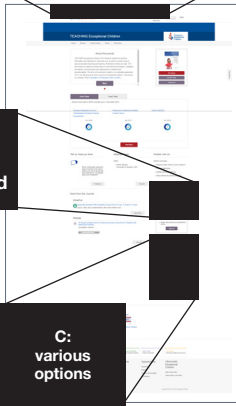
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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)

### 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.

Agency commission 10%

## Contact Details

### Publisher:

SAGE Publishing Ltd, 1 Oliver's Yard  
55 City Road, London EC1Y 1SP, UK

### For all advertising, reprint and supplement sales, and artwork submission:

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Tel: +44 (0) 207 324 8601  
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### For artwork submission:

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Commercial Sales Administrator  
Tel: +44 (0)203 215 0126  
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