Advertising Rates And Specifications - 2018

Editor: Heather L. Gornik, Cleveland Clinic, USA

Vascular Medicine is the official journal of the Society for Vascular Medicine. Vascular Medicine is the premier and an ISI-ranked, peer-reviewed international journal of vascular medicine comprising original research articles and reviews on vascular biology, epidemiology, diagnosis, medical treatment and interventions for vascular disease.

Vascular Medicine is dedicated to advancing the field of vascular medicine by publishing the latest research in vascular biology integrated with the practice of vascular medicine and vascular surgery. Original research papers and review articles interpret the important advances to clinical practice in:
- Prevention of cardiovascular disease
- Endovascular interventional procedures
- Diagnostic techniques and clinical practice

Dedicated to advancing the field of vascular medicine this journal:
- Combines basic science with clinical medicine making it relevant to all physicians, surgeons or internists, trained or in training.
- Caters for all aspects of heart

Readership profile: physicians, surgeons, internists trained or in training

Journal Statistics

Volume: 23
ISI 2016 Impact Factor: 1.866
Ranking: 45/63 in Peripheral Vascular Disease
Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Print
Circulation: 326
Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/vmj
Average Monthly Page Views: 10,355*
Average Monthly Unique Visitors: 5,970
e-Toc registrants: 891

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

Print Geographical Distribution
- US/Canada: 81%
- UK: 3%
- ROW: 11%
- Asia: 24%
- Europe: 21%
- ROW: 14%
- US/Canada: 34%
- UK: 7%

Online Geographical Distribution

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>27 November 2017</td>
<td>04 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>April</td>
<td>29 January 2018</td>
<td>05 January 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>June*</td>
<td>26 March 2018</td>
<td>02 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>August</td>
<td>25 May 2018</td>
<td>01 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>October*</td>
<td>30 July 2018</td>
<td>06 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>December</td>
<td>24 September 2018</td>
<td>01 October 2018</td>
<td>01 December 2018</td>
</tr>
</tbody>
</table>

Bonus Distribution
- June: SVM 28th Scientific Sessions, June 14-17, 2017 - New Orleans, Louisiana USA
- October: VEITH Symposium, TBC November - NY City, USA

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>£1,148</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>£622</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£848</td>
<td>£447</td>
<td>£411</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>£329</td>
<td>£861</td>
<td>£789</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

![A: 728x90 Leaderboard](image)

![B: 300x250 Banner Ad](image)

![C: various options](image)

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>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, bleed</td>
<td>303mm (h) x 216mm (w)</td>
</tr>
<tr>
<td>Full page, trim</td>
<td>297mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type</td>
<td>268mm (h) x 180mm (w)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>131mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>131mm (h) x 87mm (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.

Related Journals

- **Vascular**
  - [journals.sagepub.com/home/vas](journals.sagepub.com/home/vas)

- **Phlebology**
  - [journals.sagepub.com/home/phl](journals.sagepub.com/home/phl)

- **Diabetes & Vascular Disease Research**
  - [journals.sagepub.com/home/dvr](journals.sagepub.com/home/dvr)

Contact Details

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

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