Advertising Rates And Specifications - 2018

Editor Emeritus: K M Taylor, Hammersmith Hospital, UK
Editor-in-Chief: Prakash P Punjabi, Imperial College Healthcare, Hammersmith Hospital, London, UK

Perfusion provides current information on all aspects of perfusion, oxygenation and biocompatibility and their use in modern cardiac surgery. The journal is at the forefront of international research and development and presents an appropriately multidisciplinary approach to perfusion science. Perfusion’s reputation for the highest quality research is further enhanced by collaborative ventures with:
• The American Academy of Cardiovascular Perfusion
• The Australian Society of Cardiovascular Perfusionists
• Selected papers presented at each annual meeting are published in Perfusion following the peer-review process.

Perfusion is:
• Scientific with ground breaking articles from international authors
• Practical and directly relevant to the working perfusionist
• International and respected - containing reports on the latest research and treatment innovations
• High quality research, selected papers and collaborative ventures make this an extensive journal.

Journal Statistics

Volume: 33
2016 ISI Impact Factor: 1.134
Ranking: 60/63 in Peripheral Vascular Disease, 108/126 in Cardiac & Cardiovascular Systems

Print

Circulation: 326
Frequency: The journal is published 8 issues per year.

Online – journals.sagepub.com/home/prf

Average Monthly Page views: 9,773*
Average Monthly Unique Visitors: 3,958
e-Toc registrants: 523
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution

USA: 57%
Europe: 30%
ROW: 13%

Online Geographical Distribution

USA/Canada: 27%
UK: 7%
ROW: 12%
Asia: 29%
Europe: 25%

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>06 November 2017</td>
<td>13 November 2017</td>
<td>01 January 2018</td>
</tr>
<tr>
<td>March*</td>
<td>05 January 2018</td>
<td>12 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>April</td>
<td>02 February 2018</td>
<td>09 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>May</td>
<td>09 March 2018</td>
<td>16 March 2018</td>
<td>01 May 2018</td>
</tr>
<tr>
<td>July</td>
<td>04 May 2018</td>
<td>11 May 2018</td>
<td>01 July 2018</td>
</tr>
<tr>
<td>September*</td>
<td>06 July 2018</td>
<td>13 July 2018</td>
<td>01 September 2018</td>
</tr>
<tr>
<td>October</td>
<td>08 August 2018</td>
<td>15 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>November</td>
<td>03 September 2018</td>
<td>10 September 2018</td>
<td>01 November 2018</td>
</tr>
</tbody>
</table>

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>£1,435</td>
<td>£1,328</td>
<td>£1,218</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,650</td>
<td>£1,527</td>
<td>£1,413</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,578</td>
<td>£1,460</td>
<td>£1,341</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,507</td>
<td>£1,392</td>
<td>£1,876</td>
</tr>
<tr>
<td>Half Page</td>
<td>£788</td>
<td>£728</td>
<td>£670</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£484</td>
<td>£447</td>
<td>£411</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,870</td>
<td>£2,655</td>
<td>£2,437</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>£929</td>
<td>£861</td>
<td>£789</td>
</tr>
</tbody>
</table>

*Bonus Distribution
• September: EACTS2018 - 32nd EACTS Annual Meeting 2018 - TBC Oct 18
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, 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.

Related Journals

- **Asian Cardiovascular & Thoracic Annals**
  - journals.sagepub.com/home/aan
- **Phlebology**
  - journals.sagepub.com/home/phl
- **Vascular**
  - journals.sagepub.com/home/vas

Contact Details

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