

Advertising Rates And Specifications – 2018



Editor (Americas): **Margie Scherk**, *catsINK, Vancouver, Canada*
 Editor (Rest of World): **Andy Sparkes**, *International Society of Feline Medicine, UK*
 Managing Editor: **Margaret Melling**, *International Society of Feline Medicine, UK*
 Assistant Editor: **Abi Tansley**, *International Society of Feline Medicine, UK*

The **Journal of Feline Medicine and Surgery** is an international journal, and the official journal of the International Society of Feline Medicine (www.icatcare.org/vets) and the American Association of Feline Practitioners (www.catvets.com).

It is published monthly in two formats. The 'classic' editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. Manuscripts comprise a mix of original articles, short communications, case series and letters to the editor. The 'clinical practice' editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews and letters) are peer reviewed by the editors and selected referees. An international news section provides ISFM and AAFP society updates and relevant information from other feline groups, as well as position statements and book reviews.

An online, open access sister journal, the **Journal of Feline Medicine and Surgery Open Reports**, publishes high quality case reports and short case series presenting novel information, as well as short communications reporting valuable regional prevalence data or other relevant data related to well-recognised diseases of domestic cats.

Readership profile: Veterinary practitioners and researchers with an interest in feline medicine.

Readership survey: Feedback from a *JFMS* reader survey is summarised at the end of the rate card.

Journal Statistics

Volume: 20

Abstracted/Indexed in: PubMed, CAB Abstracts, CAB Health, Index Veterinarius, MEDLINE®, Scopus, Veterinary Bulletin

2016 ISI Impact Factor: 1.131

Ranking: 53/136 in Veterinary Sciences

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

Print

Circulation: 5,983

Frequency: monthly – 12 issues per year.

Online - www.jfms.com

Average Monthly Page views: 37,610

Average Monthly Unique Visitors: 12,270

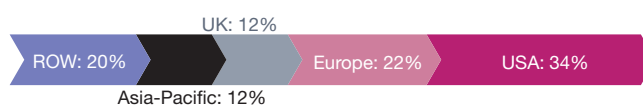
e-Toc registrants: 478

*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
January	06 November 2017	13 November 2017	01 January 2018
February	07 December 2017	08 December 2017	01 February 2018
March	08 January 2018	15 January 2018	01 March 2018
April	10 February 2018	17 February 2018	01 April 2018
May	09 March 2018	16 March 2018	01 May 2018
June	09 April 2018	13 April 2018	01 June 2018
July	04 May 2018	11 May 2018	01 July 2018
August	08 June 2018	15 June 2018	01 August 2018
September	09 July 2018	16 July 2018	01 September 2018
October	10 August 2018	15 August 2018	01 October 2018
November	10 September 2018	15 September 2018	01 November 2018
December	08 October 2018	13 October 2018	23 November 2018

Print advertising rates – 2018:

Frequency	1x		3x		6x		12x	
Colour	GBP	USD	GBP	USD	GBP	USD	GBP	USD
Full page	£1,699	\$2,804	£1,669	\$2,754	£1,623	\$2,677	£1,530	\$2,524
Half page	£990	\$1,635	£973	\$1,604	£945	\$1,560	£892	\$1,471
DPS:	£2,978	\$4,906	£2,923	\$4,420	£2,841	\$4,688	£2,677	\$4,420
Cover positions								
Outside back cover	£2,125	\$3,505	£2,085	\$3,441	£2,007	\$3,348	£1,912	\$3,155
Inside front cover	£2,039	\$3,366	£2,001	\$3,302	£1,947	\$3,246	£1,836	\$3,029
Inside back cover	£1,954	\$3,224	£1,918	\$3,165	£1,865	\$3,077	£1,758	\$2,900
Black and white								
Full page	£1,104	\$1,819	£1,083	\$1,787	£1,053	\$1,737	£992	\$1,638
Half page	£639	\$1,054	£627	\$1,035	£610	\$1,006	£575	\$948

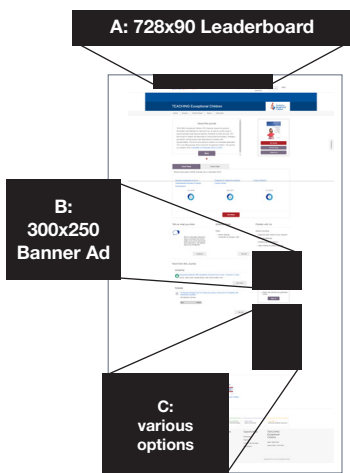
Other Promotional Opportunities

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, 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)

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%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0)207 324 8601
Email: neil.chesher@sagepub.co.uk

For artwork submission:

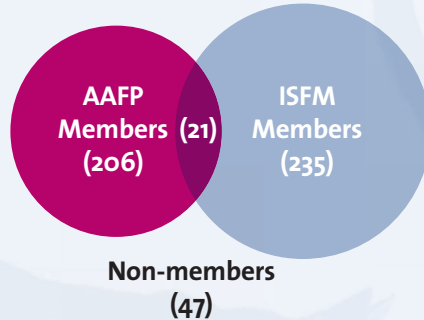
Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk



The data in this infographic is derived from the 2016 *JFMS* Reader Survey. A total of 509 respondents participated in the survey, representing approximately 10% of the combined membership of the American Association of Feline Practitioners (AAFP) and the International Society of Feline Medicine (ISFM)

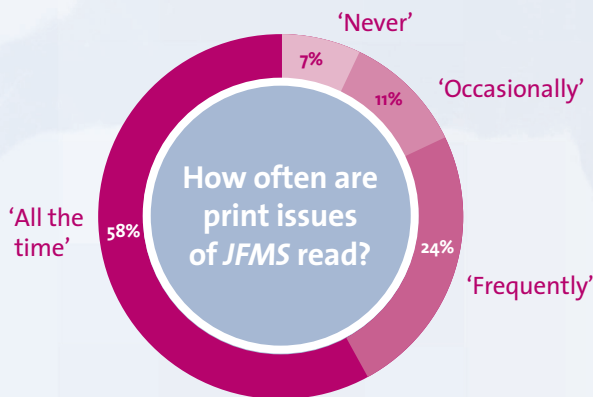
Breakdown of Respondents

4 out of 5
are practising veterinarians



82% consider *JFMS* to be the #1 source of feline information*

*other publications in comparison were *Journal of the American Veterinary Medical Association*, *Veterinary Clinics of North America*, *Veterinary Record*, and *Journal of Small Animal Practice*



“*JFMS* is my go-to, cover-to-cover read • Very relevant on a day-to-day clinical basis • Reliable and trusted source of information • Use it as a reference regularly in practice • I like browsing through for information on products • Busy or not, there is always time to browse and read *JFMS* with joy • We want what is best for cats, we need *JFMS* to tell us how”

Impact of Advertising in *JFMS*

80%

report that adverts in the journal raise awareness of products

9 out of 10

readers are key decision makers or have purchasing influence



73%

recognise regular advertisers as supporters of the journal and feline care

7 out of 10

learnt of new products or product uses through adverts in *JFMS*

Interested in reaching *JFMS*'s growing readership of practitioners passionate about providing the best possible care to their feline patients?

Contact: Neil Chesher, Commercial Sales Account Manager
+44(0) 20 7324 8601 | neil.chesher@sagepub.co.uk