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.

**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>February</td>
<td>07 December 2017</td>
<td>08 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>March</td>
<td>08 January 2018</td>
<td>15 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>April</td>
<td>10 February 2018</td>
<td>17 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>
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<tr>
<td>June</td>
<td>09 April 2018</td>
<td>13 April 2018</td>
<td>01 June 2018</td>
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<tr>
<td>July</td>
<td>04 May 2018</td>
<td>11 May 2018</td>
<td>01 July 2018</td>
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<tr>
<td>August</td>
<td>08 June 2018</td>
<td>15 June 2018</td>
<td>01 August 2018</td>
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<tr>
<td>September</td>
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<td>16 July 2018</td>
<td>01 September 2018</td>
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<tr>
<td>October</td>
<td>10 August 2018</td>
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<td>01 October 2018</td>
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<tr>
<td>November</td>
<td>10 September 2018</td>
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<td>01 November 2018</td>
</tr>
<tr>
<td>December</td>
<td>08 October 2018</td>
<td>13 October 2018</td>
<td>23 November 2018</td>
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Print advertising rates – 2018:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Colour</th>
<th>GBP</th>
<th>USD</th>
<th>Colour</th>
<th>GBP</th>
<th>USD</th>
<th>Colour</th>
<th>GBP</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>1x</td>
<td>£1,699</td>
<td>$2,804</td>
<td>3x</td>
<td>£1,669</td>
<td>$2,754</td>
<td>6x</td>
<td>£1,623</td>
<td>$2,677</td>
</tr>
<tr>
<td>Premier</td>
<td>Half page</td>
<td>£990</td>
<td>$1,635</td>
<td>3x</td>
<td>£973</td>
<td>$1,604</td>
<td>12x</td>
<td>£945</td>
<td>$1,560</td>
</tr>
<tr>
<td>Premium</td>
<td>Half page</td>
<td>£2,978</td>
<td>$4,906</td>
<td>6x</td>
<td>£2,923</td>
<td>$4,420</td>
<td>12x</td>
<td>£2,841</td>
<td>$4,688</td>
</tr>
</tbody>
</table>

Cover positions

- Outside back cover: £2,125, £3,505
- Inside front cover: £2,039, £3,366
- Inside back cover: £1,954, £3,224

Black and white

- Full page: £1,104, £1,819
- Half page: £639, £1,054

Outsers (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.

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.

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

Mechanical requirements for print advertisements

- Full Page:
  - Full page, bleed: 286mm (h) x 216mm (w)
  - Full page, trim size: 280mm (h) x 210mm (w)

- Half Page:
  - Horizontal, type area: 120mm (h) x 180mm (w)
  - Vertical, type area: 250mm (h) x 85mm (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.

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.

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*
- **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

*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

How often are print issues of JFMS read?

- **‘All the time’: 58%**
- **‘Frequently’: 24%**
- **‘Occasionally’: 15%**
- **‘Never’: 7%**

**Impact of Advertising in JFMS**

**“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”**

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