Editor: Karen McCutcheon, Senior Lecturer, Queen’s University Belfast, UK

The Association for Perioperative Practice (AfPP) publishes the ‘Journal of Perioperative Practice’ (JPP) and a ‘Procurement Guide’ supplement. Published 10 time per year, JPP is an informative professional journal which keeps members of the AfPP and other staff working in the perioperative environment and sterile service departments abreast of clinical, management and educational developments. The perioperative area covers anaesthetics, theatres and recovery. These hospital areas require a large amount of sophisticated equipment and use a significant volume of consumable items. The theatre manager and other senior theatre staff are key budget holders and decision makers in the buying process.

With the challenge ahead for the NHS to deliver substantial savings by 2020, procurement needs to be considered a strategic priority. For this reason manufacturers and suppliers of products used in the perioperative department find the journal an invaluable medium for reaching this important audience. Published 6 times a year the Procurement Guide will also have a separate dedicated distribution to procurement professionals in the NHS and independent sectors.

Readership profile:
Procurement Guide: As above, with additional dedicated distribution to Supplies and Purchasing Managers throughout the NHS supply chain.

Journal Statistics

Volume: 28

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Booking Deadline</th>
<th>Artwork Due</th>
<th>Mailing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>16-Nov-17</td>
<td>30-Nov-17</td>
<td>05-Jan-18</td>
</tr>
<tr>
<td>March</td>
<td>25-Jan-18</td>
<td>08-Feb-18</td>
<td>02-Mar-18</td>
</tr>
<tr>
<td>April</td>
<td>01-Mar-18</td>
<td>15-Mar-18</td>
<td>06-Apr-18</td>
</tr>
<tr>
<td>May</td>
<td>29-Mar-18</td>
<td>12-Apr-18</td>
<td>04-May-18</td>
</tr>
<tr>
<td>June</td>
<td>26-Apr-18</td>
<td>10-May-18</td>
<td>01-Jun-18</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>31-May-18</td>
<td>14-Jun-18</td>
<td>06-Jul-18</td>
</tr>
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<td>September</td>
<td>02-Aug-18</td>
<td>16-Aug-18</td>
<td>07-Sep-18</td>
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<tr>
<td>October</td>
<td>30-Aug-18</td>
<td>13-Sep-18</td>
<td>05-Oct-18</td>
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<td>November</td>
<td>27-Sep-18</td>
<td>11-Oct-18</td>
<td>02-Nov-18</td>
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<tr>
<td>December</td>
<td>01-Nov-18</td>
<td>15-Nov-18</td>
<td>07-Dec-18</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:
(Applies to both journal and procurement guide)

- Inside Front Cover ........................................................................£1500
- Inside Back Cover ..........................................................................£1500
- Outside Back Cover .........................................................................£1500
- Full Page .......................................................................................£1175
- Half Page .......................................................................................£765
- Quarter Page ...................................................................................£495
- Double Page Spread ........................................................................£2050
- Belly Wrap ......................................................................................£2250
- Product News (Text and Image) ......................................................£295

Procurement Guide Schedule:
- January / February 2018: Patient Warming / Patient Monitoring
- March 2018: Medical Instruments / Laparoscopic Instruments / Endoscopic Instruments / Devices / Equipment
- May 2018: Infection Control / Prevention / Decontamination / Clinical Waste / Wound Management
- July/August 2018: Consumables / Patient Trolleys
- September 2018: Anaesthesia / Airway Management / Difficult Airways
- November 2018: Sharps Safety / Patient Safety / Swabs Safety / Patient Handling Equipment
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.

Agency commission 10%

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>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed</td>
<td>Horizontal</td>
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<tr>
<td>303mm (h) x 216mm</td>
<td>131mm (h) x 180mm</td>
</tr>
<tr>
<td>Full page, trim</td>
<td>Vertical</td>
</tr>
<tr>
<td>size 297mm (h) x</td>
<td>268mm(h) x 87mm (w)</td>
</tr>
<tr>
<td>210mm (w)</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Full page, type</td>
<td>131mm (h) x 87mm (w)</td>
</tr>
<tr>
<td>area 268mm (h) x</td>
<td></td>
</tr>
<tr>
<td>180mm (w)</td>
<td></td>
</tr>
</tbody>
</table>

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

Related Journals

- Journal of Infection Prevention journal.sagepub.com/home/bji
- Journal of the Intensive Care Society journal.sagepub.com/home/inc

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