Editor: Richard P. Baker & Theofilos S. Karachalios

*HIP International* is the official journal of the European Hip Society. It is the only international, peer-reviewed, bi-monthly journal dedicated to diseases of the hip. *HIP International* considers contributions relating to hip surgery, traumatology of the hip, prosthetic surgery, biomechanics, and basic sciences relating to the hip. *HIP International* invites reviews from leading specialists with the aim of informing its readers of current evidence-based best practice. The journal also publishes supplements containing proceedings of symposia, special meetings or articles of special educational merit. *HIP International* is divided into six independent sections led by editors of the highest scientific merit. These sections are:
- Primary and Revision Hip Arthroplasty
- Biomechanics
- Traumatology
- Paediatrics
- Biomaterials
- Conservative Hip Surgery

Readership profile: Orthopaedic and Trauma Surgeons, Orthopaedic Physicians Academics, Consultants, Researchers and Health Professionals

### Journal Statistics

- **Volume:** 27
- **Impact Factor 2016:** 0.889
- **Rating:** 52/76 in Orthopedics
- **Source:** 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

### Readership Information

- **UK:** 3%
- **Europe:** 69%
- **ROW:** 10%
- **Americas:** 16%

### Advertising Rates & Information - 2018

<table>
<thead>
<tr>
<th>Closing dates for print advertising:</th>
<th>Print advertising rates – 2018:</th>
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<tbody>
<tr>
<td><strong>Issue</strong></td>
<td><strong>Colour Rates</strong></td>
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</tr>
<tr>
<td>January</td>
<td>Full Page</td>
</tr>
<tr>
<td>08 November 2017</td>
<td>Outside Back cover</td>
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<tr>
<td>15 November 2017</td>
<td>Inside Front Cover</td>
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<td>March</td>
<td>Inside Back Cover</td>
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<tr>
<td>04 January 2018</td>
<td>Half Page</td>
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<td>11 January 2018</td>
<td>Double Page spread</td>
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<tr>
<td>May</td>
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<td>03 March 2018</td>
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<td>11 September 2018</td>
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**Black and White Rates**

| Full Page                           | €1,000.00  | €950.00  | €880.00  |
| Half Page                           | €875.00    | €840.00  | €810.00  |

*Bonus Distribution:

- May Issue: 19th EFORT Congress (European Federation of National Associations of Orthopaedics & Traumatology), Barcelona (30th May - 1st June 2018)
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.

Related Journals

The Journal of Hand Surgery
journals.sagepub.com/home/jhs

Shoulder & Elbow
journals.sagepub.com/home/sel

Prosthetics and Orthotics International
journals.sagepub.com/home/poi

Contact Details

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