Asian Cardiovascular & Thoracic Annals is the official journal of The Asian Society for Cardiovascular and Thoracic Surgery (ASCVTS), an international peer-reviewed journal pertaining to cardiovascular and thoracic medicine. Asian Annals has been the “Voice of Cardiac Medicine in Asia” and the Pacific rim since it was launched in 1993. The focus of Asian Annals is the care of the heart. Since 1999, Asian Annals has been the official journal of the Asian Society for Cardiovascular and Thoracic Surgery, the region’s leading Cardiovascular and thoracic surgical organisation.

Journal Statistics

Volume: 29
Print
Circulation: 904
Frequency: The journal is published 9 times per year.

Online
Average Monthly Page Views: 11,236*
Average Monthly Unique Visitors: 5,294
e-Toc registrants: 401

Print Geographical Distribution
Japan: 83%
ROW: 17%

Online Geographical Distribution
Europe: 16%
Asia: 40%
UK: 5%
ROW: 14%
US: 25%

Advertising Rates and Information - 2019

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Copy Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>07 November 2018</td>
<td>14 November 2018</td>
<td>01 January 2019</td>
</tr>
<tr>
<td>February</td>
<td>07 December 2018</td>
<td>14 December 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>March</td>
<td>08 January 2019</td>
<td>15 January 2019</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>May</td>
<td>05 March 2019</td>
<td>12 March 2019</td>
<td>01 May 2019</td>
</tr>
<tr>
<td>June</td>
<td>09 April 2019</td>
<td>16 April 2019</td>
<td>01 June 2019</td>
</tr>
<tr>
<td>July</td>
<td>03 May 2019</td>
<td>10 May 2019</td>
<td>01 July 2019</td>
</tr>
<tr>
<td>September</td>
<td>08 July 2019</td>
<td>15 July 2019</td>
<td>01 September 2019</td>
</tr>
<tr>
<td>October</td>
<td>06 August 2019</td>
<td>13 August 2019</td>
<td>01 October 2019</td>
</tr>
<tr>
<td>November</td>
<td>06 September 2019</td>
<td>13 September 2019</td>
<td>01 November 2019</td>
</tr>
</tbody>
</table>

Print advertising rates – 2019:

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>£1,238</td>
<td>£1,146</td>
<td>£1,052</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,424</td>
<td>£1,317</td>
<td>£1,210</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,362</td>
<td>£1,260</td>
<td>£1,158</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,300</td>
<td>£1,202</td>
<td>£1,105</td>
</tr>
<tr>
<td>Half Page</td>
<td>£732</td>
<td>£676</td>
<td>£623</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,476</td>
<td>£2,293</td>
<td>£2,105</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>£732</td>
<td>£676</td>
<td>£623</td>
</tr>
<tr>
<td>Half Page</td>
<td>£439</td>
<td>£406</td>
<td>£374</td>
</tr>
</tbody>
</table>

Bonus Distribution

- September: [EACTS] 33rd European Association for Cardio-Thoracic Surgery Annual Meeting 2019 - TBC Sept 19
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.

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.

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

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.

Half 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)

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

Perfusion
- journals.sagepub.com/home/prf

Vascular
- journals.sagepub.com/home/vas

Vascular Medicine
- journals.sagepub.com/home/vmj

Contact Details

Publisher:
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Commercial Sales Administrator
Tel: 0203 215 0126
Email: lydia.fried@sagepub.co.uk