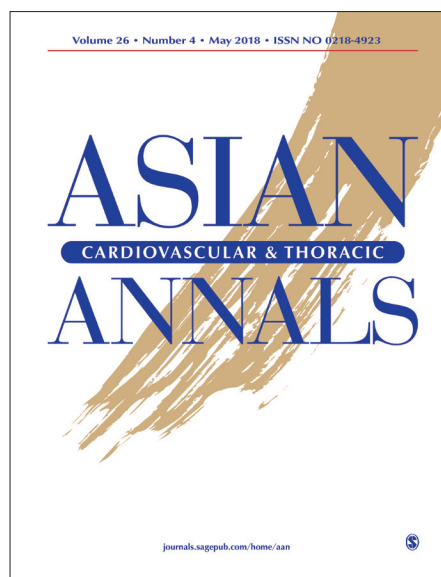


# Advertising Rates And Specifications - 2019



Editor: **A. Sampath Kumar**, Pushpanjali Crosssly Hospital, India

**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.

Readership profile: Cardiovascular and thoracic surgeons, cardiologists and allied health care professionals.

## Journal Statistics

**Volume: 29**

**Print**

Circulation: 904

Frequency: The journal is published 9 times per year.

**Online - [journals.sagepub.com/home/aan](http://journals.sagepub.com/home/aan)**

Average Monthly Page Views: 11,236\*

Average Monthly Unique Visitors: 5,294

e-Toc registrants: 401

\*Online Statistics refer to the number of advert impressions served by one banner position

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2019

### Closing dates for print advertising:

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

### Print advertising rates – 2019:

#### Colour Rates

Frequency	1x	3x	6x
<b>Full Page</b>	£1,238	£1,146	£1,052
<b>Outside Back Cover</b>	£1,424	£1,317	£1,210
<b>Inside Front Cover</b>	£1,362	£1,260	£1,158
<b>Inside Back Cover</b>	£1,300	£1,202	£1,105
<b>Half Page</b>	£732	£676	£623
<b>Double Spread</b>	£2,476	£2,293	£2,105

#### Black and White Rates

Frequency	1x	3x	6x
<b>Full Page</b>	£732	£676	£623
<b>Half Page</b>	£439	£406	£374

### Bonus Distribution

- March: ASCVTS - ASCVTS 2019 - 27th Annual Meeting of the Asian Society for Cardiovascular and Thoracic Surgery, Chennai, India
- September: (EACTS) 33rd European Association for Cardio-Thoracic Surgery Annual Meeting 2019 - TBC Sept 19

## 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.

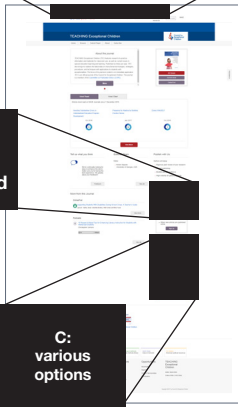
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

A: 728x90 Leaderboard



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.

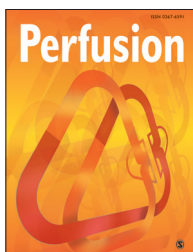
Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

Colour graphics must be in CMYK.

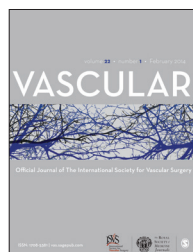
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications

## Related Journals



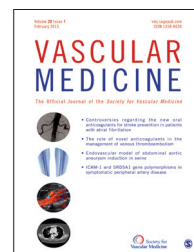
Perfusion

[journals.sagepub.com/home/prf](http://journals.sagepub.com/home/prf)



Vascular

[journals.sagepub.com/home/lvas](http://journals.sagepub.com/home/lvas)



Vascular Medicine

[journals.sagepub.com/home/vmj](http://journals.sagepub.com/home/vmj)

## Contact Details

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