

# Advertising Rates And Specifications - 2019



Editor: **Professor Geoffrey A. Donnan**, *The Florey Institute of Neuroscience and Mental Health, Australia*

The *International Journal of Stroke* is the flagship publication of the World Stroke Organization and publishes high quality research articles, reviews and clinical trial protocols from around the world. *IJS* is dedicated to building a global stroke community, making it a global voice for stroke research and an excellent platform for sharing international stroke research. Society affiliation World Stroke Organization (WSO). The *International Journal of Stroke* provides a significant contribution to the international stroke research community. Reviews of current topics not only encompass recent advances of global interest but also those which may be more important in specific regions. Additionally the journal regularly features items of news interest from all parts of the world. Society affiliation World Stroke Organization (WSO). Society affiliation World Stroke Organization (WSO).

**Readership profile:** clinicians and healthcare professionals who are dedicated to reducing the burden of stroke worldwide

## Journal Statistics

### Volume: 14

2017 Impact Factor: 3.859

2017 Ranking: 44/197 in Clinical Neurology | 13/65 in Peripheral Vascular Disease

Source: *Journal Citation Reports*®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

### Print

Circulation: 146

Frequency: The journal is published 12 times per year.

### Online - [journals.sagepub.com/home/wso](http://journals.sagepub.com/home/wso)

Average Monthly Page Views: 34,367\*

Average Monthly Unique Visitors: 12,668

e-Toc registrants: 2,367

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

## Online Geographical Distribution



## Advertising Rates & Information - 2019

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	30 October 2018	06 November 2018	01 January 2019
February*	27 November 2018	04 December 2018	01 February 2019
April*	23 January 2019	30 January 2019	01 April 2019
June	23 March 2019	30 March 2019	01 June 2019
July	27 April 2019	03 May 2019	01 July 2019
August	30 May 2019	06 June 2019	01 August 2019
October*	25 July 2019	01 August 2019	01 October 2019
October II	31 July 2019	07 August 2019	15 October 2019
December	24 September 2019	01 October 2019	01 December 2019

### \*Bonus Distribution:

- February: American Academy of Neurology Annual Meeting, Los Angeles
- April: European Stroke Organisation Conference 2018, 15-18 May 2019 - Goteborg, Sweden
- October: 11th World Stroke Congress (WSC 2018) 17-20 October, 2019 - Montreal Canada

### Print advertising rates – 2019:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,435	£1,328	£1,261
Outside Back Cover	£1,722	£1,592	£1,512
Inside Front Cover	£1,649	£1,525	£1,449
Inside Back Cover	£1,300	£1,202	£1,138
Half Page	£788	£728	£670
Double Spread	£2,511	£2,323	£2,207

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£929	£861	£789

## 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.

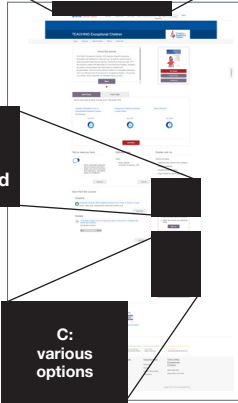
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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)

### 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.

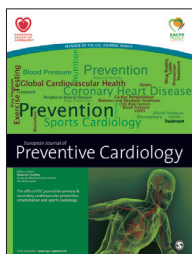
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

### 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.

Agency commission 10%

## Related Journals



European Journal of Preventive Cardiology

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



Interventional Neuroradiology

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



European Stroke Journal

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

## Contact Details

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