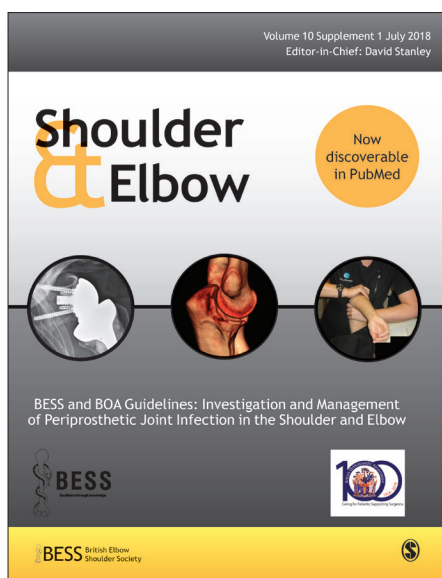


Advertising Rates And Specifications - 2019



Editor: **David Stanley**, Consultant Shoulder & Elbow Surgeon, UK

Shoulder & Elbow is devoted to the advancement of the science of diagnosis and management of shoulder and elbow disorders. The Journal publishes peer-reviewed original research articles and reviews related to shoulder and elbow surgery and rehabilitation that strive to: foster and advance the science and practice of shoulder and elbow disorders, standardize assessment, scoring of disability and nomenclature relevant to the shoulder and elbow, improve quality of care by encouraging the collection of scientific data and functional outcomes, promote and stimulate research and encourage international research collaboration, and cultivate international relationships in the field of shoulder and elbow care.

Shoulder & Elbow is the official journal of the British Elbow & Shoulder Society.

Readership profile: upper limb surgeons, shoulder and elbow specialists, rehabilitation specialists

Journal Statistics

Print

Volume: 11

Abstract/Indexing PubMed Central

Circulation: 766

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/sel

Average Monthly Page views: 4,337*

Average Monthly Unique Visitors: 1,837

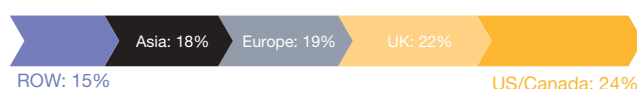
e-Toc registrants: 234

*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	Space reservation	Copy deadline	Mail date
February	20 November 2018	27 November 2018	01 February 2019
April	23 January 2019	30 January 2019	01 April 2019
June*	23 March 2019	30 March 2019	01 June 2019
August	23 May 2019	30 May 2019	01 August 2019
October	20 July 2019	27 July 2019	01 October 2019
December	20 September 2019	27 September 2019	01 December 2019

*Bonus Distribution

- June issue: BESS meeting 2019

Print advertising rates – 2019:

Colour Rates			
Frequency	1x	3x	6x
Full Page	£1,457	£1,328	£1,093
Outside Back Cover	£1,687	£1,527	£1,311
Inside Front Cover	£1,602	£1,460	£1,202
Inside Back Cover	£1,530	£1,392	£1,147
Half Page	£710	£676	£656
Double Spread	£2,549	£2,323	£1,912
Black and White Rates			
Frequency	1x	3x	6x
Full Page	£732	£696	£656
Half Page	£437	£415	£382

Other Promotional Opportunities

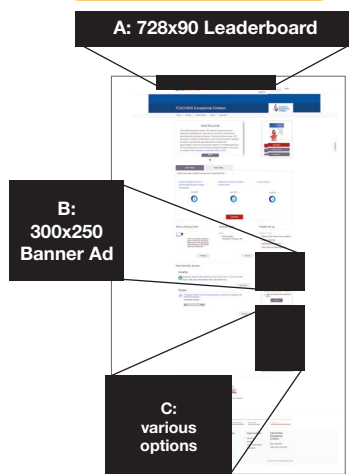
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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)

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.

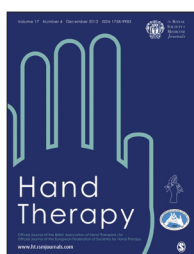
Agency commission 10%

Related Journals



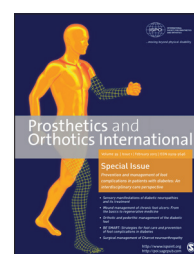
The Journal of Hand Surgery (European Volume)

journals.sagepub.com/home/jhs



Hand Therapy

journals.sagepub.com/home/hth



Prosthetics and Orthotics International

journals.sagepub.com/home/poi

Contact Details

Publisher:

SAGE Publishing Ltd, 1 Oliver's Yard,
55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:

Manuela Brun
Commercial Sales Account Manager
Tel: +44 (0)20 7324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk