

Advertising Rates And Specifications - 2019



Editor: **Alan Thompson**, University College London, UK

Multiple Sclerosis Journal is a peer-reviewed international journal that focuses on all aspects of multiple sclerosis, neuromyelitis optica and other related autoimmune diseases of the central nervous system.

Multiple Sclerosis Journal is affiliated with the European Committee for Treatment and Research in Multiple Sclerosis (ECTRIMS), the Americas Committee for Treatment and Research in Multiple Sclerosis (ACTRIMS), the Pan-Asian Committee for Treatment and Research in Multiple Sclerosis (PACTRIMS) and the Latin American Committee for Treatment and Research in Multiple Sclerosis (LACTRIMS).

Readership profile: researchers studying the aetiology and pathogenesis of demyelinating and inflammatory diseases of the central nervous system, scientifically based study groups, clinical practitioners treating multiple sclerosis sufferers

Journal Statistics

Volume: 25

2017 Impact Factor: 5.280

Ranking: 22/197 for Clinical Neurology and 38/261 for Neurosciences

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

Print

Circulation: 164

Frequency: The journal is published 14 times per year.

Online - journals.sagepub.com/home/msj

Average Monthly Page views: 56,527*

Average Monthly Unique Visitors: 22,817

e-Toc registrants: 1,565

*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
January	13 November 2018	20 November 2018	01 January 2019
February	04 December 2018	11 December 2018	15 February 2019
March	08 January 2019	15 January 2019	01 March 2019
April I	06 February 2019	13 February 2019	01 April 2019
April II	20 February 2019	27 February 2019	15 April 2019
May	06 March 2019	13 March 2019	01 May 2019
June	03 April 2019	10 April 2019	01 June 2019
July	03 May 2019	10 May 2019	01 July 2019
August	05 June 2019	12 June 2019	01 August 2019
September*	03 July 2019	10 July 2019	01 September 2019
October I	07 August 2019	14 August 2019	01 October 2019
October II	21 August 2019	28 August 2019	15 October 2019
November	10 September 2019	17 August 2019	01 November 2019
December	09 October 2019	16 October 2019	01 December 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,238	£1,146	£1,052
Outside Back Cover	£1,424	£1,317	£1,210
Inside Front Cover	£1,362	£1,260	£1,158
Inside Back Cover	£1,300	£1,202	£1,105
Half Page	£732	£676	£623
Double Spread	£2,167	£2,006	£1,842

Black and White Rates

Frequency	1x	3x	6x
Full Page	£732	£676	£623
Half Page	£439	£406	£374

Bonus Distribution

- September issue: 2019 ECTRIMS Meeting (11-13 September, Stockholm)

Other Promotional Opportunities

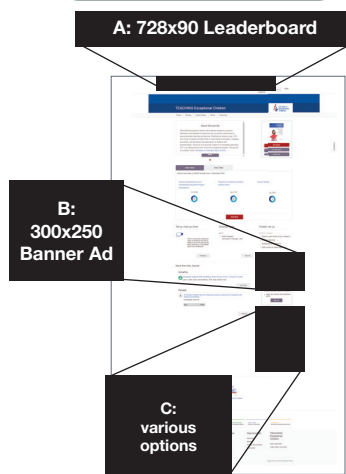
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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.

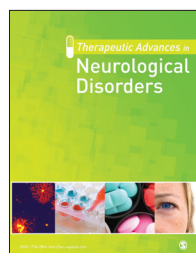
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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.

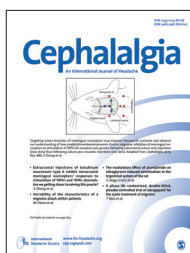
Agency commission 10%

Related Journals



Therapeutic Advances in Neurological Disorders

journals.sagepub.com/home/tan



Cephalalgia

journals.sagepub.com/home/cep



Multiple Sclerosis Journal – Experimental, Translational and Clinical

journals.sagepub.com/home/mso

Contact Details

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