

# Advertising Rates And Specifications - 2019



Editor-in-Chief: **Alun Davies, UK**

North American Editor: **Steven Zimmet, USA**

The leading scientific journal devoted entirely to venous disease, **Phlebology** is the official journal of:

- The American College of Phlebology
- The Australasian College of Phlebology
- The Venous Forum of the Royal Society of Medicine
- The European Venous Forum
- The Benelux Society

**Phlebology** publishes the results of high quality studies and reviews on any factor that may influence the outcome of patients with venous disease. This journal provides authoritative information about all aspects of diseases of the veins, including up to the minute reviews, original articles and short reports on the latest treatment procedures and patient outcomes to help medical practitioners, allied health professionals and scientists stay up-to date on developments.

Readership profile: phlebologists, venous disease specialists, academics and all those involved in the study of treatment of venous disease.

## Journal Statistics

### Volume: 34

ISI 2017 Impact Factor: 1.513

Ranking: 51/65 in Peripheral Vascular Disease

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

### Print

Circulation: 1,944

Frequency: The journal is published 10 times per year.

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

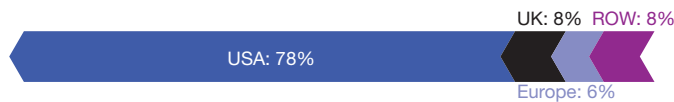
Average Monthly Page views: 13,652\*

Average Monthly Unique Visitors: 5,247

e-Toc registrants: 690

\*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        | 05 November 2018  | 14 November 2018 | 01 February 2019  |
| March           | 15 January 2019   | 22 January 2019  | 01 March 2019     |
| April           | 12 February 2019  | 19 February 2019 | 01 April 2019     |
| May             | 12 March 2019     | 19 March 2019    | 01 May 2019       |
| June            | 09 April 2019     | 16 April 2019    | 01 June 2019      |
| July            | 14 May 2019       | 21 May 2019      | 01 July 2019      |
| August          | 12 June 2019      | 19 June 2019     | 01 August 2019    |
| September       | 16 July 2019      | 22 July 2019     | 01 September 2019 |
| <b>October*</b> | 13 August 2019    | 20 August 2019   | 01 October 2019   |
| December        | 15 October 2019   | 22 October 2019  | 01 December 2019  |

### 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 | £1,401 |
| Inside Back Cover  | £1,576 | £1,458 | £1,340 |
| Half Page          | £788   | £728   | £670   |
| Double Spread      | £2,870 | £2,655 | £2,522 |

#### Black and White Rates

| Frequency | 1x   | 3x   | 6x   |
|-----------|------|------|------|
| Full Page | £929 | £861 | £789 |
| Half Page | £558 | £503 | £474 |

### \*Bonus Distribution

- October issue: ACP2019 - American College of Phlebology Annual Congress (7th Nov, Desert Ridge Phoenix, Arizona)
- VEITH Symposium 2019 (1st Nov, New York)

## Other Promotional Opportunities

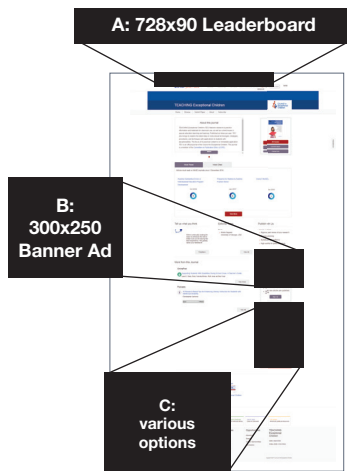
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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.

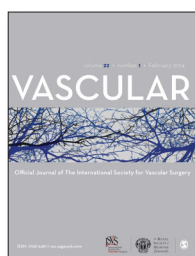
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

**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.

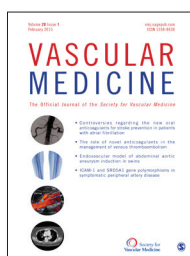
Agency commission 10%

## Related Journals



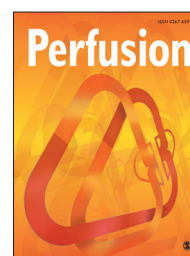
Vascular

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



Vascular Medicine

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



Perfusion

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

## Contact Details

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