

Advertising Rates And Specifications - 2019



Editor: **Professor Joost Drenth**, *Radboud University Nijmegen Medical Centre, The Netherlands*

Launched in 2013, *United European Gastroenterology Journal* is the official journal of the United European Gastroenterology, a professional non-profit organisation combining all the leading European societies concerned with digestive disease. *UEG*'s member societies represent over 22,000 specialists working across medicine, surgery, paediatrics, GI oncology and endoscopy, which makes *UEG* a unique platform for collaboration and the exchange of knowledge.

United European Gastroenterology Journal provides an international forum for research in gastroenterology, publishing original articles which describe basic research, translational and clinical studies of interest to gastroenterologists and researchers in related fields.

Articles from across all fields of gastroenterology are welcomed by the Editor-in-Chief, including luminal, liver and pancreatic diseases, gastrointestinal surgery, gastrointestinal oncology, paediatric gastroenterology and nutrition as well as endoscopy. Published article types include original research, reviews, guideline papers, book reviews and news items.

Readership profile: gastroenterologists, hepatologists and researchers in related fields

Journal Statistics

Volume: 6

2017 Impact Factor: 3.477

Ranking: 28/80 in Gastroenterology & Hepatology

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

Print

Circulation: 117

Frequency: The journal is published 10 times per year.

Online - journals.sagepub.com/home/ueg

Average Monthly Page views: 10,180*

Average Monthly Unique Visitors: 5,459

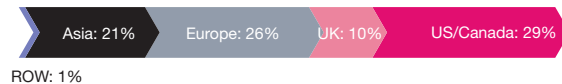
e-Toc registrants: 614

*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 | 28 December 2018 | 03 January 2019 | 01 February 2019 |
| March | 28 January 2019 | 07 January 2019 | 01 March 2019 |
| April | 28 January 2019 | 04 February 2019 | 01 April 2019 |
| May | 04 March 2019 | 11 March 2019 | 01 May 2019 |
| June | 01 April 2019 | 08 April 2019 | 01 June 2019 |
| July | 28 April 2019 | 06 May 2019 | 01 July 2019 |
| August | 03 June 2019 | 10 June 2019 | 01 August 2019 |
| October* | 02 August 2019 | 09 August 2019 | 01 October 2019 |
| November | 02 September 2019 | 09 September 2019 | 01 November 2019 |
| December | 01 October 2019 | 08 October 2019 | 01 December 2019 |

Bonus Distribution

- October issue: 27th UEG week (October 19-23, Barcelona)

Print advertising rates – 2019:

Colour Rates

| Frequency | 1x | 3x | 6x |
|--------------------|--------|--------|--------|
| Full Page | £1,435 | £1,328 | £1,218 |
| Outside Back Cover | £1,722 | £1,592 | £1,463 |
| 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 | £2,511 | £2,323 | £2,132 |

Black and white rates

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

* **October Issue:** Please enquire as pricing above does not apply for this issue

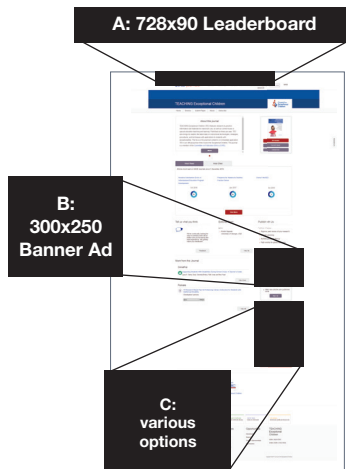
Other Promotional Opportunities

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.

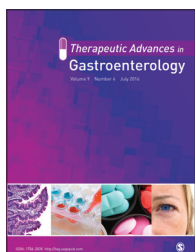
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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.

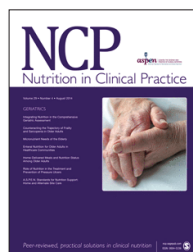
Agency commission 10%

Related Journals



Therapeutic Advances in Gastroenterology

journals.sagepub.com/home/tag



Nutrition in Clinical Practice

journals.sagepub.com/home/ncp



Journal of Parenteral and Enteral Nutrition

journals.sagepub.com/home/pen

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)207 324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 0203 215 0126
Email: lydia.fried@sagepub.co.uk