Editor: Felicia Cox, Royal Brompton & Harefield NHS Trust, London

The British Journal of Pain is the official journal of the British Pain Society. It provides scientists and clinicians in pain medicine with peer-reviewed review articles and expert opinions on all aspects of pain management from basic science to its clinical application including pain physiology, pharmacology and interventions.

This journal provides content of multidisciplinary interest and reviews and forecasts important issues and trends in the management of acute and chronic pain.

Readership profile: Pain anaesthetics and interventionalists, pain specialist nurses, pharmacists and pharmacologists, physiotherapists, psychologists, occupational therapists, rheumatologists, general practitioners, basic scientists

Journal Statistics

Print
Volume: 13
Circulation: 1,257
Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/bjp
Average Monthly Page Views: 5,308
Average Monthly Unique Visitors: 2933
e-Toc registrants: TBC

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

Print Geographical Distribution
UK ONLY

Online Geographical Distribution
Europe: 11%
Asia: 20%
UK: 27%
ROW: 16%
US/Canada: 26%

Advertising Rates & Information - 2019

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February*</td>
<td>04 December 2018</td>
<td>11 December 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>May*</td>
<td>05 March 2019</td>
<td>12 March 2019</td>
<td>01 May 2019</td>
</tr>
<tr>
<td>August</td>
<td>04 June 2019</td>
<td>11 June 2019</td>
<td>01 August 2019</td>
</tr>
<tr>
<td>November</td>
<td>03 September 2019</td>
<td>10 September 2019</td>
<td>01 November 2019</td>
</tr>
</tbody>
</table>

Print advertising rates – 2019:

Colour Rates

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

Black and White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£732</td>
<td>£676</td>
<td>£623</td>
</tr>
<tr>
<td>Half Page</td>
<td>£439</td>
<td>£406</td>
<td>£374</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- May issue: World Congress of the European Association of Palliative Care 2019, Berlin Germany
- February issue: World Congress of the European Association of Palliative Feb 2019
### 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

**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**

<table>
<thead>
<tr>
<th>Double Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
</tr>
<tr>
<td>Full page, bleed 286mm (h) x 216mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area 250mm (h) x 180mm (w)</td>
</tr>
</tbody>
</table>

| **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) |

**Related Journals**

- **Pain News**
  - britishpainsociety.org

- **Palliative Medicine**
  - journals.sagepub.com/home/pmj

### Contact Details

**Publisher:**
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**
Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8601
Email: neil.chesher@sagepub.co.uk

**For artwork submission:**
Andrea Jarosova
Assistant Commercial Sales Executive
Tel: +44 (0) 207 336 9133
Email: andrea.jarosova@sagepub.co.uk