Advertising Rates And Specifications - 2019

Editor-in-Chief: David J Nutt, Imperial College London, UK
Editor: Pierre Blier, University of Ottawa, Canada

The *Journal of Psychopharmacology* is an international journal that publishes a unique balance of original research and review articles on both preclinical and clinical aspects of psychopharmacology. Essential reading for researchers and practising clinicians, the Journal provides an important interdisciplinary forum for studies on the effects of drugs on animal and human behaviour, and the mechanisms underlying these effects.

**Readership profile:** pharmacologists, psychiatrists, psychologists, neurobiologists, pharmacists

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**Journal Statistics**

- **Volume:** 33
- **2017 Impact Factor:** 4.738
- **2017 Ranking:** 53/261 in Neurosciences | 22/261 in Pharmacology & Pharmacy | 30/197 in Clinical Neurology | 21/142 in Psychiatry (SCI)

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

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**Print Geographical Distribution**

- **US/Canada:** 7%
- **ROW:** 3%
- **UK:** 79%
- **Europe:** 9%
- **Australia/NZ:** 2%

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**Online Geographical Distribution**

- **Australia:** 5%
- **Europe:** 18%
- **UK:** 12%
- **US/Canada:** 48%
- **ROW:** 7%

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**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>January</td>
<td>13 November 2018</td>
<td>20 November 2018</td>
<td>01 January 2019</td>
</tr>
<tr>
<td>February</td>
<td>04 December 2018</td>
<td>11 December 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>March</td>
<td>15 January 2019</td>
<td>22 January 2019</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>April</td>
<td>12 February 2019</td>
<td>19 February 2019</td>
<td>01 April 2019</td>
</tr>
<tr>
<td>May</td>
<td>12 March 2019</td>
<td>19 March 2019</td>
<td>01 May 2019</td>
</tr>
<tr>
<td>June</td>
<td>09 April 2019</td>
<td>16 April 2019</td>
<td>01 June 2019</td>
</tr>
<tr>
<td>July</td>
<td>14 May 2019</td>
<td>21 May 2019</td>
<td>01 July 2019</td>
</tr>
<tr>
<td>August</td>
<td>11 June 2019</td>
<td>18 June 2019</td>
<td>01 August 2019</td>
</tr>
<tr>
<td>September</td>
<td>09 July 2019</td>
<td>16 July 2019</td>
<td>01 September 2019</td>
</tr>
<tr>
<td>October</td>
<td>13 August 2019</td>
<td>20 August 2019</td>
<td>01 October 2019</td>
</tr>
<tr>
<td>November</td>
<td>10 September 2019</td>
<td>17 September 2019</td>
<td>01 November 2019</td>
</tr>
<tr>
<td>December</td>
<td>15 October 2019</td>
<td>22 October 2019</td>
<td>01 December 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>£1,435</td>
<td>£1,328</td>
<td>£1,261</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,722</td>
<td>£1,592</td>
<td>£1,512</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,649</td>
<td>£1,525</td>
<td>£1,449</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,300</td>
<td>£1,202</td>
<td>£1,138</td>
</tr>
<tr>
<td>Half Page</td>
<td>£788</td>
<td>£728</td>
<td>£670</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,511</td>
<td>£2,323</td>
<td>£2,207</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>£929</td>
<td>£861</td>
<td>£789</td>
</tr>
</tbody>
</table>
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**

**Full Page**
- Full page, bleed
- 266mm (h) x 216mm (w)
- Full page, trim size
- 260mm (h) x 210mm (w)
- Full page, type area
- 250mm (h) x 180mm (w)

**Half Page**
- Horizontal, Type Area
- 120mm (h) x 180mm (w)
- Vertical, Type Area
- 250mm (h) x 85mm (w)
- Vertical, Trim Area
- 280mm (h) x 105mm (w)

**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.

**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.

Related Journals

**Therapeutic Advances in Psychopharmacology**
journals.sagepub.com/home/tpp

**Human & Experimental Toxicology**
journals.sagepub.com/home/het

Contact Details

**Publisher:**
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**For all advertising, reprint and supplement sales:**
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