Advertising Rates And Specifications - 2019

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Editorial Assistant: Becky Jones, International Society of Feline Medicine, UK


It is published monthly in two formats. The ‘classic’ editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. Manuscripts comprise a mix of original articles, short communications, case series and letters to the editor. The ‘clinical practice’ editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews and letters) are peer reviewed by the editors and selected referees. An international news section provides ISFM and AAFP society updates and relevant information from other feline groups, as well as position statements and book reviews.

An online, open access sister journal, the Journal of Feline Medicine and Surgery Open Reports, publishes high quality case reports and short case series presenting novel information, as well as short communications reporting valuable regional prevalence data or other relevant data related to well-recognised diseases of domestic cats.

Readership profile: Veterinary practitioners and researchers with an interest in feline medicine.
Readership survey: Feedback from a JFMS reader survey is summarised at the end of the rate card.

### Journal Statistics

**Volume:** 21

**Abstracted/Indexed in:** CAB Abstracts, CAB Health, Clarivate Analytics: Science Citation Index, MEDLINE®, Scopus

2017 Impact Factor: 1.466

**Ranking:** 42/140 in Veterinary Sciences

**Source:** 2017 Journal Citation Reports® (Clarivate Analytics, 2018)

**Print**

- **Circulation:** 6,339
- **Frequency:** monthly – 12 issues per year.

**Online - [http://jfms.com](http://jfms.com)**

- **Average Monthly Page views:** 55,571
- **Average Monthly Unique Visitors:** 18,622
- **e-Toc registrants:** 560

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

### Print Geographical Distribution

- **USA/Canada:** 54%
- **UK:** 25%
- **ROW:** 15%
- **Europe:** 16%
- **Asia:** 16%
- **Europe:** 9%
- **UK:** 12%

### Online Geographical Distribution

- **USA/Canada:** 36%
- **UK:** 25%
- **Europe:** 21%

### Advertising Rates & Information - 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Copy Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>05 November 2018</td>
<td>12 November 2018</td>
<td>01 January 2019</td>
</tr>
<tr>
<td>February</td>
<td>28 November 2018</td>
<td>05 December 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>March</td>
<td>28 December 2018</td>
<td>05 January 2019</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>April</td>
<td>28 January 2019</td>
<td>04 February 2019</td>
<td>01 April 2019</td>
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<td>May</td>
<td>04 March 2019</td>
<td>11 March 2019</td>
<td>01 May 2019</td>
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<tr>
<td>June</td>
<td>01 April 2019</td>
<td>08 April 2019</td>
<td>01 June 2019</td>
</tr>
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<td>July</td>
<td>28 April 2019</td>
<td>06 May 2019</td>
<td>01 July 2019</td>
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<tr>
<td>August</td>
<td>03 June 2019</td>
<td>10 June 2019</td>
<td>01 August 2019</td>
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<tr>
<td>September</td>
<td>02 July 2019</td>
<td>09 July 2019</td>
<td>01 September 2019</td>
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<td>October</td>
<td>02 August 2019</td>
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<td>November</td>
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<tr>
<td>December</td>
<td>01 October 2019</td>
<td>08 October 2019</td>
<td>01 December 2019</td>
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Print advertising rates – 2019:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>GBP</td>
<td>USD</td>
<td>GBP</td>
<td>USD</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,699</td>
<td>$2,804</td>
<td>£1,669</td>
<td>$2,754</td>
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<tr>
<td>Half page</td>
<td>£990</td>
<td>$1,635</td>
<td>£973</td>
<td>$1,604</td>
</tr>
<tr>
<td>DPS:</td>
<td>£2,978</td>
<td>$4,906</td>
<td>£2,923</td>
<td>$4,420</td>
</tr>
</tbody>
</table>

Cover positions

Outside back cover | £2,125 | $3,505 | £2,085 | $3,441 | £2,007 | $3,348 | £1,912 | $3,155 |
Inside front cover | £2,039 | $3,366 | £2,001 | $3,302 | £1,947 | $3,246 | £1,836 | $3,029 |
Inside back cover | £1,954 | $3,224 | £1,918 | $3,165 | £1,865 | $3,077 | £1,758 | $2,900 |

Black and white

Full page | £1,104 | $1,819 | £1,083 | $1,787 | £1,053 | $1,737 | £992 | $1,638 |
Half page | £639 | $1,054 | £627 | $1,035 | £610 | $1,006 | £575 | $948 |

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.

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:**
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Content gateways:** custom package to host your content and SAGE content in one place

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)

**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.

Contact Details

**For all advertising, reprint and supplement sales:**
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The data in this infographic is derived from the 2016 JFMS Reader Survey. A total of 509 respondents participated in the survey, representing approximately 10% of the combined membership of the American Association of Feline Practitioners (AAFP) and the International Society of Feline Medicine (ISFM).

Breakdown of Respondents

- 4 out of 5 are practising veterinarians
- AAFP Members: 206
- ISFM Members: 235
- Non-members: 47

- 78% read “All the time”
- 11% read “Frequently”
- 24% read “Occasionally”
- 7% read “Never”

How often are print issues of JFMS read?

Impact of Advertising in JFMS

- 80% report that adverts in the journal raise awareness of products
- 73% recognise regular advertisers as supporters of the journal and feline care
- 9 out of 10 readers are key decision makers or have purchasing influence
- 7 out of 10 learnt of new products or product uses through adverts in JFMS

*other publications in comparison were Journal of the American Veterinary Medical Association, Veterinary Clinics of North America, Veterinary Record, and Journal of Small Animal Practice

“JFMS is my go-to, cover-to-cover read • Very relevant on a day-to-day clinical basis • Reliable and trusted source of information • Use it as a reference regularly in practice • I like browsing through for information on products • Busy or not, there is always time to browse and read JFMS with joy • We want what is best for cats, we need JFMS to tell us how”

Interested in reaching JFMS’s growing readership of practitioners passionate about providing the best possible care to their feline patients?

Contact: Neil Chesher, Commercial Sales Account Manager
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