Advertising Rates And Specifications - 2019

Editor-in-Chief: Professor Bo Norrving, Lund University, Sweden

The European Stroke Journal is the official journal of the European Stroke Organisation, a professional non-profit society with over 1,600 individual members, and affiliations to numerous related national and international societies. The ESJ covers translational and clinical studies from all fields of stroke medicine including trial design, epidemiology, prevention, diagnosis, acute and post-acute care, stroke complications and rehabilitation, through to organisation of stroke care and societal impact.

Readership profile: stroke medicine multidisciplinary team specialists: including neurologists, neurosurgeons, neuroradiologists, etc.

Journal Statistics

Print

Volume: 4
Circulation: 1,614
Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/eso

Average Monthly Page views: 7,234
Average Monthly Unique Visitors: 3,027
Etoc: 1,580

Print advertising rates – 2019:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency 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>Colour Rates</th>
<th>Frequency 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>

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>March*</td>
<td>29 December 2018</td>
<td>05 January 2019</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>June</td>
<td>26 March 2019</td>
<td>02 April 2019</td>
<td>01 June 2019</td>
</tr>
<tr>
<td>September*</td>
<td>25 June 2019</td>
<td>02 July 2019</td>
<td>01 September 2019</td>
</tr>
<tr>
<td>December</td>
<td>24 September 2019</td>
<td>01 October 2019</td>
<td>01 December 2019</td>
</tr>
</tbody>
</table>

*Bonus Distribution

- March: ESOC 2019 - 5th European Stroke Organization Conference 23 May - 24 May, Milan, Italy
- September: WFITN 2019 - 15th World Federation of Interventional and Therapeutic Neuroradiology 21st-24th October, Naples, Italy
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.

Related Journals

- **Interventional Journal of Stroke**
  [journals.sagepub.com/home/wso](journals.sagepub.com/home/wso)
- **European Journal of Preventive Cardiology**
  [journals.sagepub.com/home/cpr](journals.sagepub.com/home/cpr)
- **Interventional Neuroradiology**
  [journals.sagepub.com/home/ine](journals.sagepub.com/home/ine)

Contact Details

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

**For all advertising, reprint and supplement sales:**
Elisabetta Palanghi Sheffield
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8752
Email: elisabetta.sheffield@sagepub.co.uk

**For artwork submission:**
Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk