Advertising Rates And Specifications - 2019

Editor: Prof. Tiny Jaarsma, Linköping University, Sweden

The European Journal of Cardiovascular Nursing is the official journal of the Council on Cardiovascular Nursing and Allied Professions of the European Society of Cardiology. This journal is dedicated to the advancement of knowledge in the field of cardiovascular nursing; promoting evidence-based clinical practice. The journal publishes original articles, short report reviews and editorials in order to improve the quality of nursing care for patients with cardiovascular disease. Original contributions on the broad field of cardiovascular nursing are welcome, including chronic and acute care, paediatric cardiology, grown up congenital heart disease, cardiac rehabilitation, primary and secondary prevention, heart failure, acute coronary syndromes, interventional cardiology, cardiac care, preventive cardiology, and vascular nursing.

Readership profile: nurses working in the field of cardiovascular nursing including acute and chronic care, cardiac rehabilitation, primary and secondary prevention of adults and children as well as families

Journal Statistics

Volume: 18
2016 ISI Impact Factor: 2.651
Ranking: 58/128 in Cardiac & Cardiovascular Systems, 3/118 in Nursing (SCI), 3/115 in Nursing (SSCI)
Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

Print
Circulation: Tbc
Frequency: The journal is published 8 times per year.

Online - journals.sagepub.com/home/cnu
Average Monthly Page Views: 27,811*
Average Monthly Unique Visitors: 10,931
e-Toc registrants: 242
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution
ROW: 12%
Europe: TBC

Online Geographical Distribution
ROW: 12%
Asia: 22%
Europe: 19%
UK: 12%
US/Canada: 35%

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>16 October 2018</td>
<td>23 October 2018</td>
<td>01 January 2019</td>
</tr>
<tr>
<td>February*</td>
<td>20 November 2018</td>
<td>27 November 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>March</td>
<td>11 December 2018</td>
<td>18 December 2018</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>April*</td>
<td>15 January 2019</td>
<td>22 January 2019</td>
<td>01 April 2019</td>
</tr>
<tr>
<td>June</td>
<td>16 April 2019</td>
<td>23 April 2019</td>
<td>01 June 2019</td>
</tr>
<tr>
<td>August*</td>
<td>18 June 2019</td>
<td>25 June 2019</td>
<td>01 August 2019</td>
</tr>
<tr>
<td>October</td>
<td>20 August 2019</td>
<td>27 August 2019</td>
<td>01 October 2019</td>
</tr>
<tr>
<td>December</td>
<td>22 October 2019</td>
<td>29 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>£1,457</td>
<td>£1,328</td>
<td>£1,218</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,722</td>
<td>£1,592</td>
<td>£1,463</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,649</td>
<td>£1,525</td>
<td>£1,401</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,576</td>
<td>£1,458</td>
<td>£1,340</td>
</tr>
<tr>
<td>Half Page</td>
<td>£788</td>
<td>£728</td>
<td>£670</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,913</td>
<td>£2,655</td>
<td>£2,437</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>

Bonus Distribution
- February: EuroPrevent 2019, April, Lisbon
- February: Acute Cardiovascular Care 2019 - March, Malaga, Spain
- April: EuroHeartCare 2019 - TBC
- August: ESC Congress 2019, August Paris
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: 260mm (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)
- 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

**European Heart Journal:** Acute Cardiovascular Care
journals.sagepub.com/home/acc

**European Journal of Preventive Cardiology**
journals.sagepub.com/home/cpr

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