Editor: Dr Kamran Abbasi

Highly readable with a style and clinical topic within its pages to suit almost every reader, the Journal of Royal Society of Medicine is the official journal of the Royal Society of Medicine. The journal features many different types of articles, from evidence-based reviews and original research papers, to editorials and personal views.

An independent scientific and educational publication, it features well argued debate and dissent on important clinical issues and, although UK-based, has articles of interest and relevance to clinicians internationally.

The Journal of the Royal Society of Medicine is increasing its focus on commissioned, high quality clinical reviews from the world’s leading specialists and is starting an important series on leadership in medicine and healthcare, as well as health policy. Contributions to the Journal of the Royal Society of Medicine reflect its international and multidisciplinary readership and include current thinking across a range of specialties.

Readership profile: clinicians, primary hospital specialists and any health professional with an interest in clinical medicine and health policy

Journal Statistics

Volume: 112
2017 Impact Factor: 2.654
2017 Ranking: 38/154 in Medicine, General & Internal
Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE; Indexed in PubMed Central

Print
Circulation: 4114
Frequency: The journal is published 12 times per year.

Online - journals.sagepub.com/home/jrs
Average Monthly Page views: 18,112
Average Monthly Unique Visitors: 13,316
e-Toc registrants: 1,435
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution
ROW: 10%
UK: 85%
USA 5%

Online Geographical Distribution
ROW: 16%
Asia: 26%
Europe: 13%
UK: 16%
US/Canada: 29%

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>29 October 2018</td>
<td>05 November 2018</td>
<td>01 January 2019</td>
</tr>
<tr>
<td>February</td>
<td>26 November 2018</td>
<td>03 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>29 January 2019</td>
<td>05 February 2019</td>
<td>01 April 2019</td>
</tr>
<tr>
<td>May</td>
<td>26 February 2019</td>
<td>05 March 2019</td>
<td>01 May 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>July</td>
<td>30 April 2019</td>
<td>08 May 2019</td>
<td>01 July 2019</td>
</tr>
<tr>
<td>August</td>
<td>29 May 2019</td>
<td>05 June 2019</td>
<td>01 August 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>October</td>
<td>30 July 2019</td>
<td>06 August 2019</td>
<td>01 October 2019</td>
</tr>
<tr>
<td>November</td>
<td>28 August 2019</td>
<td>04 September 2019</td>
<td>01 November 2019</td>
</tr>
<tr>
<td>December</td>
<td>28 September 2019</td>
<td>05 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>£1,913</td>
<td>£1,770</td>
<td>£1,626</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£2,201</td>
<td>£2,035</td>
<td>£1,980</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£2,105</td>
<td>£1,947</td>
<td>£1,790</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£2,010</td>
<td>£1,859</td>
<td>£1,708</td>
</tr>
<tr>
<td>Half Page</td>
<td>£1,070</td>
<td>£989</td>
<td>£909</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£641</td>
<td>£593</td>
<td>£492</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£4,402</td>
<td>£4,069</td>
<td>£3,960</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>£1,295</td>
<td>£1,198</td>
<td>£1,100</td>
</tr>
<tr>
<td>Half Page</td>
<td>£732</td>
<td>£676</td>
<td>£623</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. 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
- **Double Spread**
  - 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)
  - Vertical, Type Area 250mm (h) x 180mm (w)
  - Vertical, Trim Area 280mm (h) x105mm (w)

Online Advertising

- **A: 728x90 Leaderboard**
- **B: 300x250 Banner Ad**
- **C: Various options**

Related Journals

- **InnovAiT**
  - journals.sagepub.com/home/ino

Contact Details

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

For all advertising, reprint and supplement sales:
Tamara Haq
Senior Account Manager
Tel: +44 (0) 207 336 9122
Email: Tamara.Haq@sagepub.co.uk

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