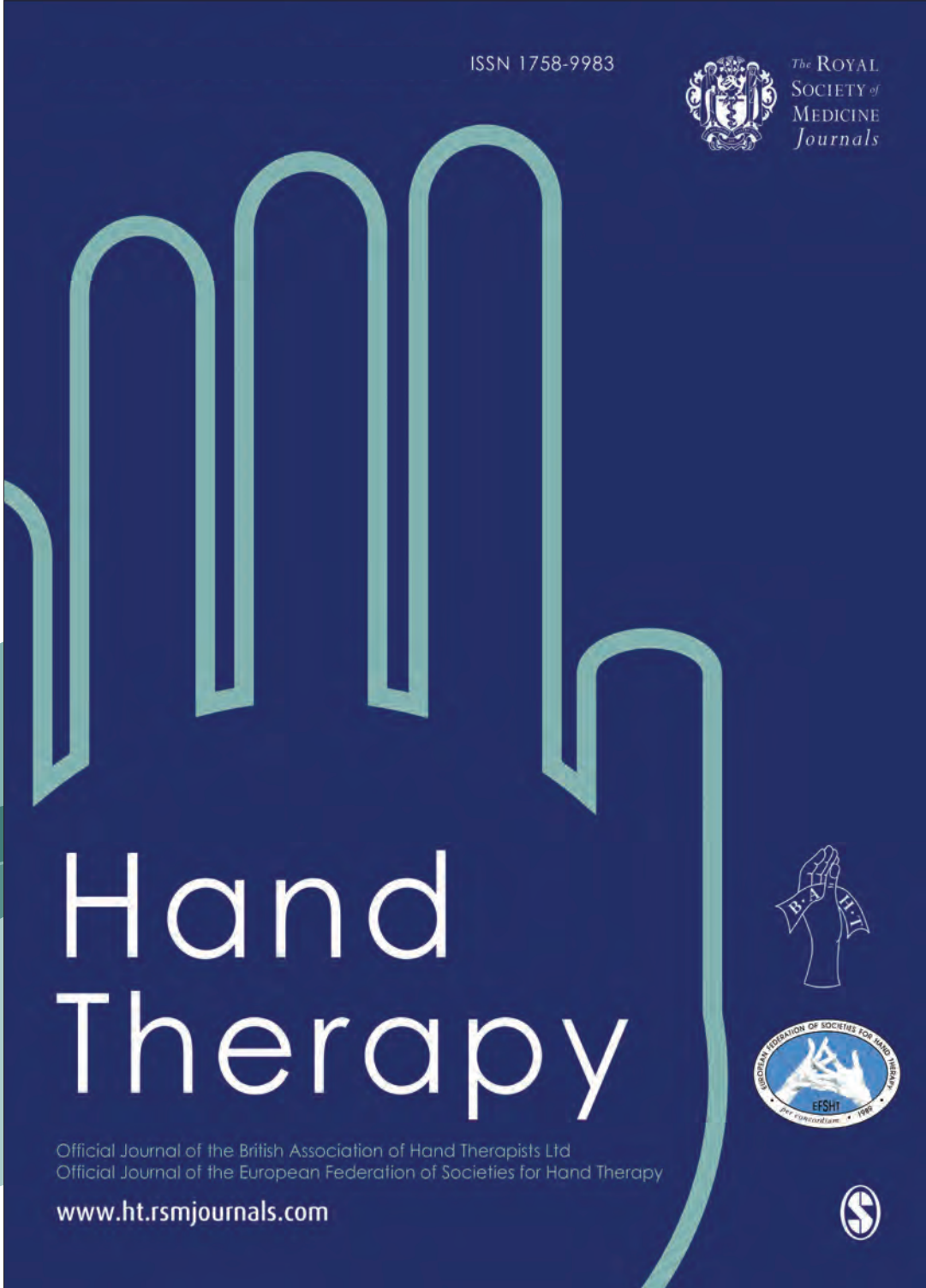


# Advertising rates and specifications 2014

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The ROYAL SOCIETY of MEDICINE Journals



# Hand Therapy

Official Journal of the British Association of Hand Therapists Ltd  
Official Journal of the European Federation of Societies for Hand Therapy

[www.ht.rsmjournals.com](http://www.ht.rsmjournals.com)



<http://hth.sagepub.com>

 SAGE

# About Hand Therapy

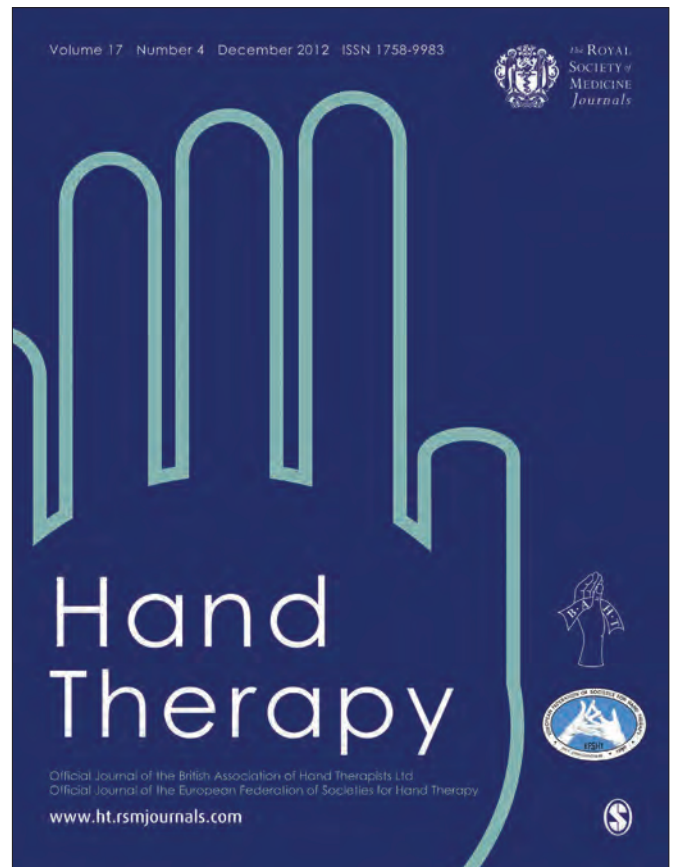
Hand Therapy is the official journal of the **British Association of Hand Therapist Ltd** as well as the **European Federation of Societies for Hand Therapy**.

Formerly known as **British Journal of Hand Therapy**, this internationally leading, peer-reviewed journal is dedicated to the publication of review articles, research articles, audits and case reports covering all aspects of hand rehabilitation and its related fields. Hand Therapy is an essential journal for anyone working in orthopaedics, plastic surgery, rheumatology and rehabilitation with a specific focus on the upper extremity.

Members of BAHT receive the journal as part of their membership fee.

## Readership profile:

Physiotherapists and Occupational Therapists with a specialist interest in Hand Therapy



## Circulation

1,100

## Frequency

The journal is published  
4 times a year

## Current volume

19

# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
March	9 January 2014	16 January 2014	3 March 2014
June	9 April 2014	16 April 2014	2 June 2014
September	9 July 2014	16 July 2014	1 September 2014
December	9 October 2014	16 October 2014	1 December 2014

## Other marketing opportunities

**Belly band:** A belly band is an advertisement that wraps around the middle of an issue. 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.

**Supplements:** Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

**Reprints:** Reprints of articles pertinent to your company's mission are excellent marketing support materials. They add credibility to your marketing message and give detailed information in an objective format. As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience. We can offer printed and electronic reprints, translated reprints and reprints collections. Collections may include reprints from different journals, with varying publication dates.

## E-toc alert sponsorship

Sponsored e-TOC alerts may be available. The sponsor may include up to 40 words of text plus a logo, hyperlink and banner advert.

Banner size: 468 x 60 pixels

## Print advertising rates – 2014

Colour rates			
Frequency	1x	3x	4x
Full page	£1,133	£1,049	£1,000
Half page	£670	£619	£600

Black and white rates			
Frequency	1x	3x	4x
Full page	£670	£619	£600
Half page	£400	£370	£350

## Online advertising

CPM rate (cost per thousand)	£46
Minimum booking	10,000 impressions
Geo-targeting available	

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

### Available locations/sizes:

Leaderboard banner  
(one page or across entire site) – 728 x 90 pixels  
Column subtower  
(one page or across entire site) – 160 x 600 pixels

**Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.**

# Additional information

## General policy on acceptance of advertising

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.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

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, bleed  
303mm x 216mm

Full page, trim size  
297mm x 210mm

Full page, type area  
267mm x 180mm

Half page horizontal  
128mm x 180mm

Half page vertical  
128mm x 85mm

Quarter page  
128mm x 85mm

**Agency commission**  
**10%**

## Bind-in cards and inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the head, foot, gutter and face of the advertisement. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

## Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Manuela Brun for FTP instructions.

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. All bitmap/ line-art graphics should be a minimum of 600 dpi at the finished size.

Colour graphics must be in CMYK and/or pantones, not RGB.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

## Contact details

### Publisher:

SAGE Publications Ltd, 1 Oliver's Yard,  
55 City Road, London EC1Y 1SP, UK

### For all advertising, reprint and supplement sales:

Manuela Brun

Commercial Sales Executive  
SAGE Publications Ltd.

Tel: +44 (0)20 7324 8523

Email:

[manuela.brun@sagepub.co.uk](mailto:manuela.brun@sagepub.co.uk)

### For artwork submission:

[popi.konstantinou@sagepub.co.uk](mailto:popi.konstantinou@sagepub.co.uk)