Advertising rates and specifications 2014
About InnovAiT

*InnovAiT* is the RCGP (Royal College of General Practitioners) journal that promotes excellence in primary care through quality education. It was developed to support Associates in Training (AiTs) of the Royal College of General Practitioners from entry into specialist training to qualification. It is also a valuable resource for GP trainers, trained GPs who wish to update and maintain their knowledge base, newly qualified (First5) GPs wanting to extend their knowledge, practice and community nurses, and foundation level doctors and medical students contemplating a career in primary care.

*InnovAiT* complements the British Journal of General Practice (BJGP). Rotating through the whole RCGP curriculum on a 3-year cycle, each issue covers 2 clinical themes, and one non-clinical area. Other regular features include a news section highlighting important policies, research and guidelines relevant to GPs, GP career profiles and insights from GPs at different stages in their careers and exam tips for the MRCGP examination. The Journal includes ‘applied knowledge test’ questions to enable readers to check their own knowledge and 10-minute scenarios that can be used for tutorials, personal learning or discussion in groups.

Published monthly, Associates in Training of the RCGP receive a free print and online subscription to *InnovAiT* as part of their AiT membership of the College. Special subscription rates are available for medical students, foundation doctors and non-AiT RCGP Members.

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**Circulation**

11,150

**Current volume**

7

**Frequency**

The journal is published twelve times a year

**Geographical breakdown**

UK only
Advertising rates & information - 2014

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>11 November 2013</td>
<td>18 November 2013</td>
<td>2 January 2014</td>
</tr>
<tr>
<td>February</td>
<td>13 December 2013</td>
<td>20 December 2013</td>
<td>3 February 2014</td>
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<tr>
<td>March</td>
<td>7 January 2014</td>
<td>14 January 2014</td>
<td>3 March 2014</td>
</tr>
<tr>
<td>April</td>
<td>11 February 2014</td>
<td>18 February 2014</td>
<td>1 April 2014</td>
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<tr>
<td>May</td>
<td>14 March 2014</td>
<td>21 March 2014</td>
<td>1 May 2014</td>
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<td>June</td>
<td>14 April 2014</td>
<td>21 April 2014</td>
<td>2 June 2014</td>
</tr>
<tr>
<td>July</td>
<td>12 May 2014</td>
<td>19 May 2014</td>
<td>1 July 2014</td>
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<tr>
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<td>12 June 2014</td>
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<td>October</td>
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<td>12 September 2014</td>
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<tr>
<td>December</td>
<td>13 October 2014</td>
<td>20 October 2014</td>
<td>1 December 2014</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,313</td>
<td>£1,215</td>
<td>£1,115</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£1,576</td>
<td>£1,457</td>
<td>£1,339</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£1,509</td>
<td>£1,396</td>
<td>£1,282</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,442</td>
<td>£1,334</td>
<td>£1,226</td>
</tr>
<tr>
<td>Half page</td>
<td>£721</td>
<td>£666</td>
<td>£613</td>
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**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>£850</td>
<td>£788</td>
<td>£722</td>
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Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Online advertising

**CPM rate (cost per thousand):** £46

Minimum booking: 10,000 impressions

**Geo-targetting 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 286mm x 222mm
Full page, trim size 280mm x 216mm
Full page, type area 250mm x 180mm
Half page horizontal 120mm x 180mm
Half page vertical 250mm x 85mm

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 Roberto Mastrorilli 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.

Agency commission

10%

Contact details

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

For all advertising, reprint and supplement sales:
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