

Advertising rates and specifications 2014



THE JOURNAL OF **HAND SURGERY**

Belgian Hand Group
British Society for Surgery of the Hand
Federation of European Societies for Surgery of the Hand
Netherlands Society for Surgery of the Hand
Société Française de Chirurgie de la Main
Swedish Society for Surgery of the Hand
Swiss Society for Surgery of the Hand

 SAGE

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About The Journal of Hand Surgery

Journal of Hand Surgery (European Volume) publishes timely, high quality research and reviews on hand surgery. Topics covered include joint replacement, fracture and joint injuries, microvascular surgery and congenital hand problems.

The journal also features editorials, book reviews, case studies and comprehensive coverage of new surgical techniques.

Readership profile

Journal of Hand Surgery (European Volume) is invaluable reading for practitioners involved in restoring function to the hand and upper limb, including hand, plastic, reconstructive and orthopaedic surgeons.



Circulation

2600

Frequency

The journal is published nine times a year.

Current volume

39

ISI 2012 Impact Factor*

1.223

*Thomson Scientific®

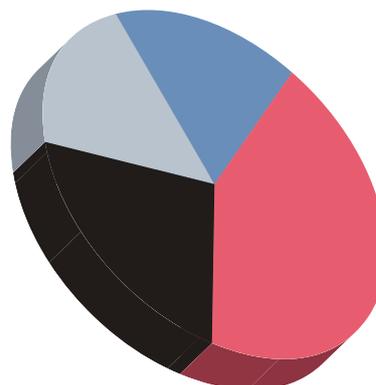
Geographical breakdown

UK: 18%

USA/Canada: 17%

Europe: 43%

Rest of the world: 22%



Advertising rates & information - 2014

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	1 November 2013	8 November 2013	2 January 2014
February	25 November 2013	2 December 2013	3 February 2014
March	30 January 2014	6 January 2014	3 March 2014
May	3 March 2014	10 March 2014	1 May 2014
June	1 April 2014	8 April 2014	2 June 2014
FESSH Supplement*	1 April 2014	8 April 2014	2 June 2014
July	2 May 2014	9 May 2014	1 July 2014
September	4 July 2014	11 July 2014	1 September 2014
October	4 August 2014	11 August 2014	1 October 2014
November	5 September 2014	12 September 2014	3 November 2014

*Supplement distributed to all attendees at the Federation of the European Societies for Surgery of the Hand 2014 meeting 18 – 21 June 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	6x
Full page	£1,313	£1,215	£1,115
Outside back cover	£1,576	£1,457	£1,339
Inside front cover	£1,509	£1,396	£1,282
Inside back cover	£1,442	£1,334	£1,226
Half page	£721	£666	£613

Black and white rates			
Frequency	1x	3x	6x
Full page	£850	£788	£722

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

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

Trim size

280mm x 420mm

Full page, non bleed

280mm x 210mm

Half page vertical, non bleed

250mm x 85mm

Half page horizontal, non bleed

120mm x 180mm

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:

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For artwork submission:

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