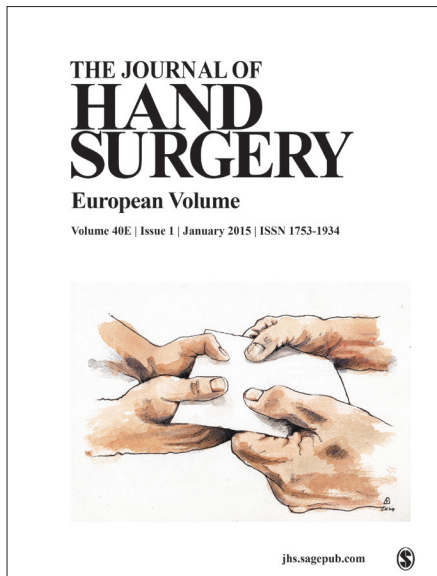


# Advertising Rates And Specifications - 2016



Editor: **Grey Giddins**, Royal United Hospital, Bath, UK

**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.

Subjects covered include:

- joint replacement
- fracture and joint injuries
- microvascular surgery
- congenital hand problems
- soft tissue reconstruction in the hand
- nerve injury and compression
- disorders of the wrist
- management of arthritis in the hand

**Readership profile:** practitioners involved in restoring function to the hand and upper limb including hand, plastic, reconstructive and orthopaedic surgeons

## Journal Statistics

### Volume: 41E

ISI 2014 Impact Factor: **2.037**

Ranking: 24/72 in Orthopedics  
73/198 in Surgery

Source: 2014 Journal Citation Reports® (Thomson Reuters, 2015)

### Print

Circulation: 1,940

Frequency: The journal is published 9 times per year.

### Online - [jhs.sagepub.com](http://jhs.sagepub.com)

Average Monthly Page views: 34,500\*

Average Monthly Unique Visitors: 8,800

e-Toc registrants: 828

\*Online Statistics refer to the number of advert impressions served by one banner position

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2016

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January**	04 November 2015	11 November 2015	04 January 2016
February**	26 November 2015	03 December 2015	04 February 2016
March*	31 December 2015	07 January 2016	03 March 2016
May**	03 March 2016	10 March 2016	02 May 2016
June*	01 April 2016	08 April 2016	02 June 2016
FESSH Abstract Book	01 April 2016	08 April 2016	02 June 2016
July	04 May 2016	11 May 2016	01 July 2016
September	06 July 2016	13 July 2016	01 September 2016
October	04 August 2016	11 August 2016	03 October 2016
November	07 September 2016	14 September 2016	03 November 2016

### \*Bonus Distribution

- March issue: BSSH 2016 Spring Meeting (28 April, London)
- March issue: FESSH 2016 (22 June, Santander)
- June issue: 71st Annual Meeting of the ASHH (29 September, Austin)
- June issue: BSHH 2016 Autumn Meeting (13 October, Cardiff)

### \*\*Themed Issues

- January issue: Carpal instability
- February issue: Nerve
- March issue: Congenital
- May issue: Hand trauma

## Print advertising rates – 2016:

### Colour Rates

Frequency	1x	3x	6x	9x
Full Page	£1,420	£1,314	£1,206	£1,086
Outside Back Cover	£1,704	£1,576	£1,448	£1,303
Inside Front Cover	£1,632	£1,510	£1,386	£1,247
Inside Back Cover	£1,560	£1,443	£1,326	£1,194
Half Page	£780	£720	£663	£596
Double Spread	£2,485	£2,300	£2,110	£1,899

### Black and white rates

Frequency	1x	3x	6x	9x
Full page	£919	£852	£781	£702
Half Page	£603	£591	£575	£517

**\*All Print Advertising will also appear on the online App.**

## 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.

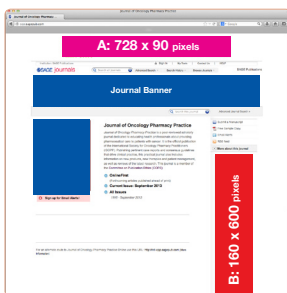
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £47.50

per 1,000 impressions, with a minimum of £475 /10,000 impressions per booking.

- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

### E-ToC alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



## JHS App Opportunities

Advertising Type	Price	Description	Requirements
App Banner	£1,000	Banner ad appearing at the top of the issue thumbs view in the cover gallery. Ad can link to a URL.	710 pixel (width) x 140 pixel (height), - gif, png or jpeg
Special Insert Page	£850*	Special PDF page that can be located anywhere within the main publication page – per editorial approval.	High res PDF – Trim size of the journal or smaller
Interstitial Page	£1,500	Appears when a user clicks directly from the TOC to a page within the content – placement is random and price is for up to 10 articles.	Banner image should measure 768 x 960 for iPad placement and should include Advertiser URL – Limited to 3 companies per issue at this time
Video Enhancement	£550	Print advertisers can enhance print ad with video.	FLV formatted video file – between 300kb/s and 700kb/s with maximum file size of 100 MB – all will be click to play.
Audio Enhancement	£550	Print advertisers can enhance print ad with audio.	Formatted .mp3 video – all will be click to play

\*£850 with existing print advert in issue - £1,350 without

## 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*

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)

*Horizontal, Trim Area*

140mm (h) x 210mm (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.

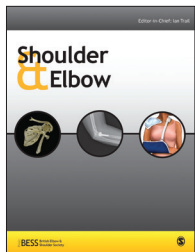
Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

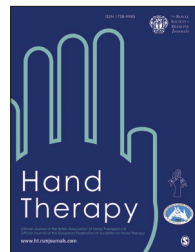
Colour graphics must be in CMYK.

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

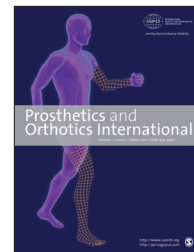
## Related Journals



Shoulder & Elbow  
[sel.sagepub.com](http://sel.sagepub.com)



Hand Therapy  
[hth.sagepub.com](http://hth.sagepub.com)



Prosthetics & Orthotics  
International  
[poi.sagepub.com](http://poi.sagepub.com)

## 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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Tel: +44 (0)20 7324 8523

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

### For artwork submission:

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