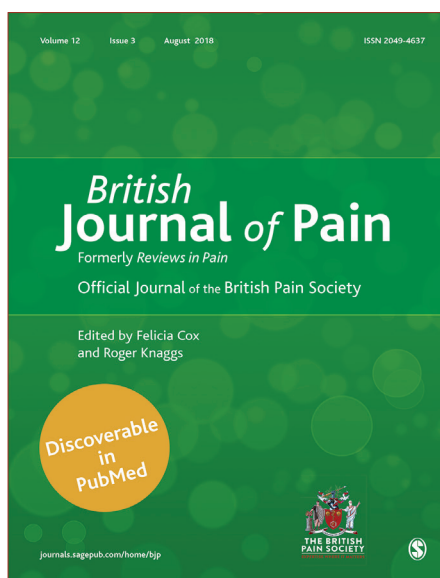


Advertising Rates And Specifications - 2019



Editor: **Felicia Cox**, Royal Brompton & Harefield NHS Trust, London

The British Journal of Pain is the official journal of the British Pain Society. It provides scientists and clinicians in pain medicine with peer-reviewed review articles and expert opinions on all aspects of pain management from basic science to its clinical application including pain physiology, pharmacology and interventions.

This journal provides content of multidisciplinary interest and reviews and forecasts important issues and trends in the management of acute and chronic pain.

Readership profile: Pain anaesthetists and interventionalists, pain specialist nurses, pharmacists and pharmacologists, physiotherapists, psychologists, occupational therapists, rheumatologists, general practitioners, basic scientists

Journal Statistics

Print

Volume: 13
Circulation: 1,257

Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/bjp

Average Monthly Page Views: 5,308

Average Monthly Unique Visitors: 2933

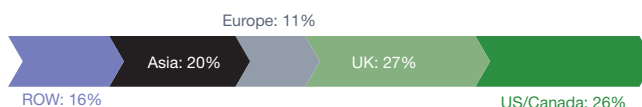
e-Toc registrants: TBC

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February*	04 December 2018	11 December 2018	01 February 2019
May*	05 March 2019	12 March 2019	01 May 2019
August	04 June 2019	11 June 2019	01 August 2019
November	03 September 2019	10 September 2019	01 November 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,238	£1,146	£1,052
Outside Back Cover	£1,424	£1,317	£1,210
Inside Front Cover	£1,362	£1,260	£1,158
Inside Back Cover	£1,300	£1,202	£1,105
Half Page	£732	£676	£623
Double Spread	£2,167	£2,006	£1,842

Black and White Rates

Frequency	1x	3x	6x
Full Page	£732	£676	£623
Half Page	£439	£406	£374

*Bonus Distribution

- May issue: World Congress of the European Association of Palliative Care 2019, Berlin Germany
- February issue: World Congress of the European Association of Palliative Care Feb 2019

Other Promotional Opportunities

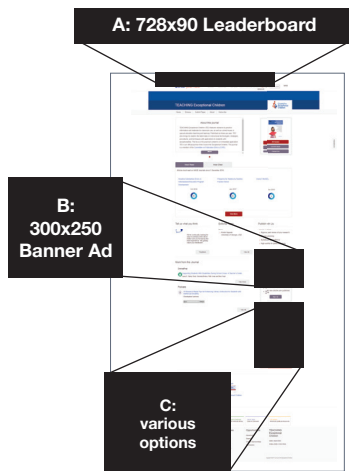
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

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.

Agency commission 10%

Related Journals



Pain News
britishpainsociety.org



Palliative Medicine
journals.sagepub.com/home/pmj

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