

Advertising Rates And Specifications - 2019



Editor: **John White**, *Guy's and St Thomas' NHS Foundation Trust*

The *International Journal of STD & AIDS* is the official journal of the British Association of Sexual Health & HIV (BASHH) and the International Union against Sexually Transmitted Infections (IUSTI). The journal provides a clinically orientated forum for investigating and treating sexually transmissible infections, HIV and AIDS.

Publishing original research and practical papers, the journal contains in-depth review articles, short papers, case reports, audit reports and CPD papers. There is also a lively correspondence column, a book review section, and news from the genitourinary medicine associations.

Readership profile: clinicians, academics, medical practitioners and researchers involved in the study and treatment of sexual health

Journal Statistics

Volume: 30

2017 Impact Factor: 1.494

Ranking: 73/88 in Infectious Diseases, 139/155 in Immunology

Source: 2017 Journal Citation Reports® (Clarivate Analytics, 2018)

Print

Circulation: 705

Frequency: The journal is published 14 times per year.

Online - journals.sagepub.com/home/std

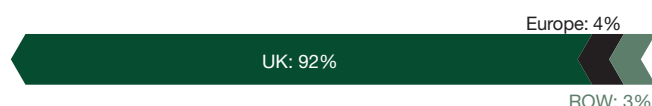
Average Monthly Page views: 62,933*

Average Monthly Unique Visitors: 23,825

e-Toc registrants: 1,519

*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
January	09 November 2018	16 November 2018	02 January 2019
February	30 November 2018	07 December 2018	01 February 2019
March I*	11 January 2019	18 January 2019	01 March 2019
March II	18 January 2019	25 January 2019	17 March 2019
April	08 February 2019	15 February 2019	03 April 2019
May	08 March 2019	15 March 2019	01 May 2019
June	12 April 2019	19 April 2019	01 June 2019
July	10 May 2019	17 May 2019	03 July 2019
August*	14 June 2019	21 June 2019	01 August 2019
September	12 July 2019	19 July 2019	01 September 2019
October I	09 August 2019	16 August 2019	02 October 2019
October II	16 August 2019	23 August 2019	16 October 2019
November	13 September 2019	20 September 2019	01 November 2019
December	11 October 2019	18 October 2019	01 December 2019

*Bonus Distribution

- May issue: BASHH annual meeting (June 2019, Birmingham, UK)
- August issue: IUSTI Europe 2019 (September 2019, Tallin, Estonia)

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,435	£1,328	£1,218
Outside Back Cover	£1,722	£1,592	£1,463
Inside Front Cover	£1,649	£1,525	£1,401
Inside Back Cover	£1,576	£1,458	£1,340
Half Page	£788	£728	£670
Double Spread	£2,870	£2,655	£2,437

Black and White Rates

Frequency	1x	3x	6x
Full Page	£929	£861	£789
Half Page	£558	£503	£474

Other Promotional Opportunities

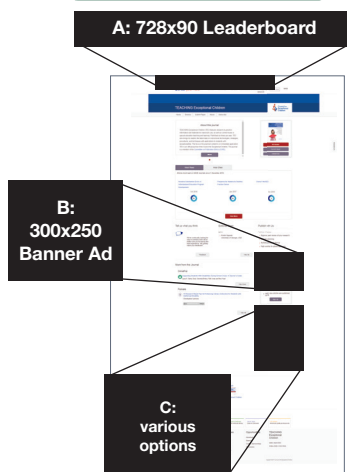
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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 210mm (w)

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.

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.

Agency commission 10%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

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