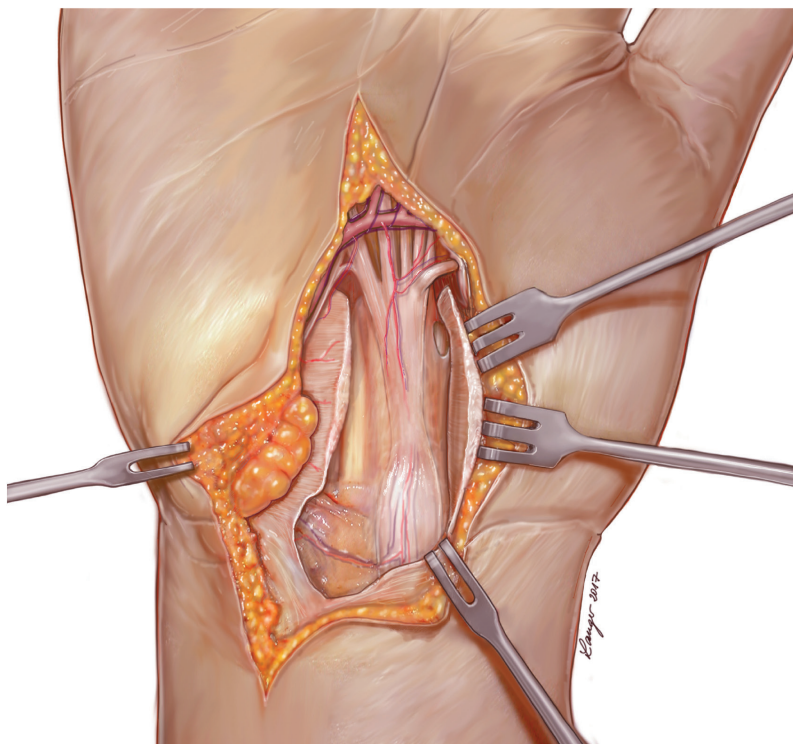


Advertising Rates And Specifications - 2019

THE JOURNAL OF
**HAND
SURGERY**

European Volume

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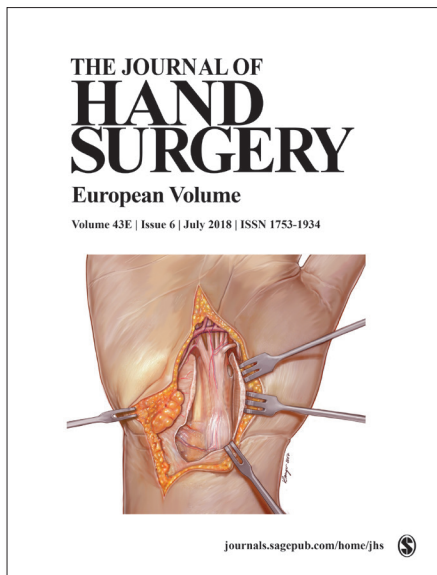
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SAGE
Publishing

Advertising Rates And Specifications - 2019



Editor: **Jin Bo Tang**, Affiliated Hospital of Nantong University, Nantong, China

Journal of Hand Surgery (European Volume) publishes timely, high quality research and reviews on hand surgery. 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 orthopaedics surgeons

Journal Statistics

Volume: 44E

ISI 2017 Impact Factor: 2.648

Ranking: 18/77 in Orthopedics
57/200 in Surgery

Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

Print

Circulation: 2,113

Frequency: The journal is published 10 times per year.

Online journals.sagepub.com/home/jhs

Average Monthly Page Views: 30,710*

Average Monthly Unique Visitors: 13,816

e-Toc registrants: 1,300

*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	07 November 2018	14 November 2018	01 January 2019
February	28 November 2018	03 December 2018	01 February 2019
March*	28 December 2018	07 January 2019	01 March 2019
May	04 March 2019	11 March 2019	01 May 2019
June*	01 April 2019	08 April 2019	01 June 2019
July	28 April 2019	06 May 2019	01 July 2019
September	02 July 2019	09 July 2019	01 September 2019
October	02 August 2019	09 August 2019	01 October 2019
November	02 September 2019	09 September 2018	01 November 2019
December	01 October 2019	08 October 2019	01 December 2019

*Bonus Distribution

- March issue: BSSH 2019 Spring Meeting (25th - 26th April, Swansea)
- March issue: FESSH 2019 (17th - 21st June, Berlin)
- June issue: BSHH 2019 Autumn Meeting (31st Oct - 1st Nov, Dublin)
- June issue: ASSH meeting 2019 (5th - 7th Sept, Las Vegas)

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x	9x
Full Page	£1,506	£1,394	£1,279	£1,152
Outside Back Cover	£1,808	£1,672	£1,536	£1,382
Inside Front Cover	£1,731	£1,602	£1,471	£1,323
Inside Back Cover	£1,654	£1,531	£1,407	£1,266
Half Page	£827	£764	£703	£633
Double Spread	£2,636	£2,440	£2,239	£2,015

Black and White Rates

Frequency	1x	3x	6x	9x
Full Page	£975	£904	£828	£745
Half Page	£639	£627	£610	£549

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

Other Promotional Opportunities

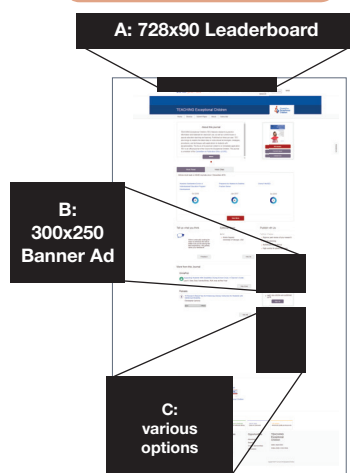
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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



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

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.	.mp3 video – all will be click to play

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

*Available to download in iTunes and Google Play

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.

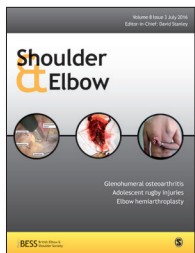
Crop marks should be placed on all advertisements that bleed and offset.

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

Colour graphics must be in CMYK.

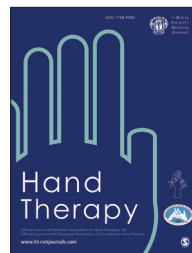
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications

Related Journals



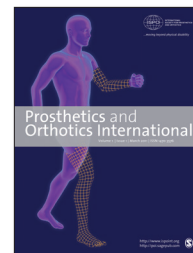
Shoulder & Elbow

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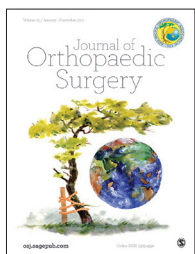
Hand Therapy

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Prosthetics & Orthotics International

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Journal of Orthopaedic Surgery

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HAND

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