

Advertising Rates And Specifications - 2019



Editor: **Catherine Walshe**, Lancaster University, UK

Palliative Medicine is an international interdisciplinary journal dedicated to improving knowledge and clinical practice in the palliative care of patients with far advanced disease. It reflects the multidisciplinary approach that is the hallmark of effective palliative care. **Palliative Medicine** Journal is the official journal of the European Association for Palliative Care (EAPC) and the Association for Palliative Medicine of Great Britain and Northern Ireland (APM).

Readership profile: doctors, nurses, physiotherapists, psychologists, social workers, the clergy, occupational therapists

Journal Statistics

Volume: 33

2017 Impact Factor: 3.780

Ranking: 15/94 in Health Care Sciences & Services, 24/154 in Medicine, General & Internal, 28/180 in Public, Environmental & Occupational Health (SCI)

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

Print

Circulation: 177

Frequency: The journal is published 10 times per year.

Online - journals.sagepub.com/home/pmj

Average Monthly Page views: 56,977*

Average Monthly Unique Visitors: 27,520

e-Toc registrants: 2258

*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	30 October 2018	06 November 2018	01 January 2019
February	20 November 2018	27 November 2018	01 February 2019
March*	21 December 2018	28 December 2018	01 March 2019
April	29 January 2019	05 February 2019	01 April 2019
May*	27 February 2019	05 March 2019	01 May 2019
June	26 March 2019	02 April 2019	01 June 2019
July	27 April 2019	04 May 2019	01 July 2019
September	28 June 2019	05 July 2019	01 September 2019
October	30 July 2019	06 August 2019	01 October 2019
December	27 September 2019	04 October 2019	01 December 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,699	£1,571	£1,443
Outside Back Cover	£1,954	£1,806	£1,443
Inside Front Cover	£1,870	£1,729	£1,588
Inside Back Cover	£1,784	£1,650	£1,516
Half Page	£990	£916	£841
Double Spread	£2,974	£2,750	£2,526

Black and White Rates

Frequency	1x	3x	6x
Full Page	£1,103	£1,020	£938
Half Page	£640	£626	£610

*Bonus Distribution

- March issue: British Pain Society's 2019 Annual Scientific Meeting (TBC, UK)
- May issue: World Congress of the European Association of Palliative (Berlin, Germany)

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.

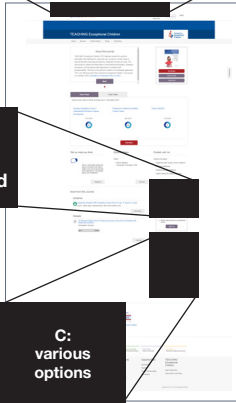
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Full circulation inserts (up to 20g): £1,720

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

A: 728x90 Leaderboard



B: 300x250 Banner Ad

C: various options

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)

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%

Related Journals

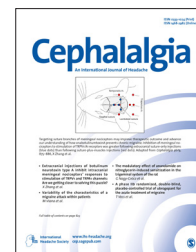


British Journal of Pain

journals.sagepub.com/home/bjp



Pain News



Cephalalgia

journals.sagepub.com/home/cep

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