

Advertising Rates And Specifications - 2019



Editor-in-Chief: **Ari Leppäniemi, Finland**

The **Scandinavian Journal of Surgery** is the official journal of the Finnish Surgical Society and the Scandinavian Surgical Society. It publishes original and review articles from all surgical fields and specialties to reflect the interests of our diverse and international readership that consists of surgeons from all specialties and continents.

The main emphasis is in the rapidly advancing front of clinical surgery. Experimental research of exceptional value and with clinical relevance related to surgical topics is also considered.

Readership profile: surgeons

Journal Statistics

Volume: 108

2017 Impact Factor: 1.925

2017 Ranking: 94/200 in Surgery

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

Print

Circulation: 333

Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/sjs

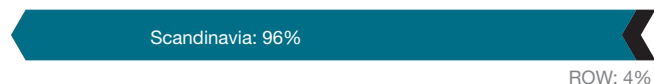
Average Monthly Page views: 9717*

Average Monthly Unique Visitors: 6430

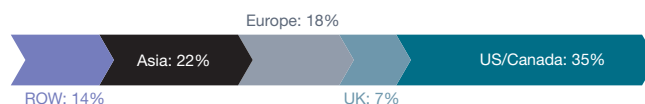
e-Toc registrants: 77

*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
March	25 January 2019	01 February 2019	01 March 2019
June	20 April 2019	27 April 2019	01 June 2019
September	20 July 2019	27 July 2019	01 September 2019
November	19 October 2019	26 October 2019	01 December 2019

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	£2,511	£2,323	£2,132

Black and White Rates

Frequency	1x	3x	6x
Full page	£929	£861	£789

Other Promotional Opportunities

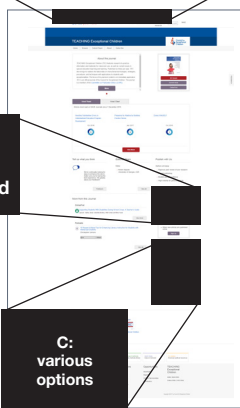
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

A: 728x90 Leaderboard



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
285mm (h) x 222mm (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%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8601
Email: neil.chesher@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk