

# Advertising Rates And Specifications - 2019



Editor-in-Chief: **Professor Bo Norrving**, Lund University, Sweden

*The European Stroke Journal* is the official journal of the European Stroke Organisation, a professional non-profit society with over 1,600 individual members, and affiliations to numerous related national and international societies. The ESJ covers translational and clinical studies from all fields of stroke medicine including trial design, epidemiology, prevention, diagnosis, acute and post-acute care, stroke complications and rehabilitation, through to organisation of stroke care and societal impact.

**Readership profile:** stroke medicine multidisciplinary team specialists: including neurologists, neurosurgeons, neuroradiologists, etc.

## Journal Statistics

### Print

Volume: 4

Circulation: 1,614

Frequency: The journal is published 4 times per year.

### Online - [journals.sagepub.com/home/eso](http://journals.sagepub.com/home/eso)

Average Monthly Page views: 7,234

Average Monthly Unique Visitors: 3,027

Etoc: 1,580

### Print Geographical Distribution

Europe: 74%

ROW: 21%

### Online Geographical Distribution

Asia: 24%

Europe: 45%

America: 24%

ROW: 7%

## Advertising Rates & Information - 2019

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
March*	29 December 2018	05 January 2019	01 March 2019
June	26 March 2019	02 April 2019	01 June 2019
September*	25 June 2019	02 July 2019	01 September 2019
December	24 September 2019	01 October 2019	01 December 2019

### Print advertising rates - 2019:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,435	£1,328	£1,261
Outside Back Cover	£1,722	£1,592	£1,512
Inside Front Cover	£1,649	£1,525	£1,449
Inside Back Cover	£1,300	£1,202	£1,138
Half Page	£788	£728	£670
Double Spread	£2,511	£2,323	£2,207

#### Black and White Rates

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

### \*Bonus Distribution

- March: ESOC 2019 - 5th European Stroke Organization Conference 22 May -24 May, Milan, Italy
- September: WFITN 2019 -15th World Federation of Interventional and Therapeutic Neuroradiology 21st-24th October, Naples, Italy

## Other Promotional Opportunities

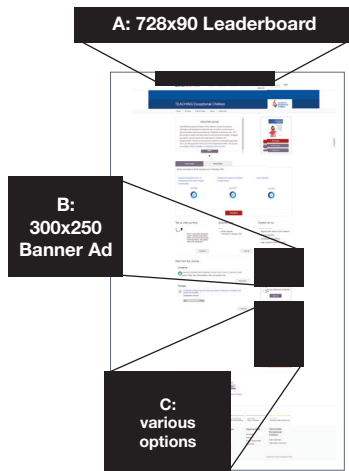
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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)

### 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.

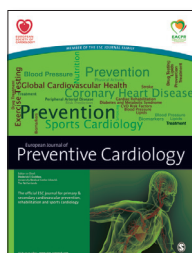
Agency commission 10%

## Related Journals



Interventional Journal of Stroke

[journals.sagepub.com/home/wso](http://journals.sagepub.com/home/wso)



European Journal of Preventive Cardiology

[journals.sagepub.com/home/cpr](http://journals.sagepub.com/home/cpr)



Interventional Neuroradiology

[journals.sagepub.com/home/ine](http://journals.sagepub.com/home/ine)

## Contact Details

### Publisher:

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

### For all advertising, reprint and supplement sales:

Elisabetta Palanghi Sheffield  
Commercial Sales Account Manager  
Tel: +44 (0) 207 324 8752  
Email: [elisabetta.sheffield@sagepub.co.uk](mailto:elisabetta.sheffield@sagepub.co.uk)

### For artwork submission:

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