

# Advertising Rates And Specifications - 2019



Editor: **Dr Daniel Martin OBE**, Royal Free Hospital and UCL, UK

**JICS** is a UK-based, peer-reviewed journal publishing original papers, review articles, critically appraised topics, case reports and audits of interest to all those involved in caring for critically ill patients.

The **Journal of the Intensive Care Society (JICS)** is the official journal of the UK Intensive Care Society. The Intensive Care Society was founded in 1970 as the first national society for intensivists, bringing together all clinicians involved in critical care.

The editorial board recognises the multidisciplinary nature of critical care and encourages submissions from all specialties involved in research, clinical practice and management.

## Journal Statistics

### Volume: 20

Ranking: 18/33 in Critical Care Medicine  
Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

### Print

Circulation: 3512

Frequency: The journal is published 4 times per year.

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

Average Monthly Page views: 7,834\*

Average Monthly Unique Visitors: 5421\*

e-Toc registrants: 121

\*Online Statistics refer to the number of advert impressions served by one banner position

### Print Geographical Distribution



## Advertising Rates & Information - 2019

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February	04-Dec-2018	11-Dec-2018	01-Feb-2019
May	05-Mar-2019	12-Mar-2019	01-May-2019
August	04-Jun-2019	11-Jun-2019	01-Aug-2019
November	03-Sep-2019	10-Sep-2019	01-Nov-2019

### Print advertising rates – 2019:

Colour Rates			
Frequency	Standard	Industry Partner	Charities/ICS member
Full Page	£1,728	£1,556	£1,305
Outside Back Cover	£1,857	£1,571	£1,314
Inside Front Cover	£1,857	£1,571	£1,314
Inside Back Cover	£1,857	£1,571	£1,314
Half Page	£1,048	£890	£748
Quarter Page	£617	£522	£439
Double Spread	£3,023	£2,567	£2,152
Black and white rates			
Full Page	£1,110	£941	£790
Half Page	£677	£577	£482
Quarter Page	£432	£366	£310

### Bonus Distribution

- November issue: State of the Art Conference (November 2019)

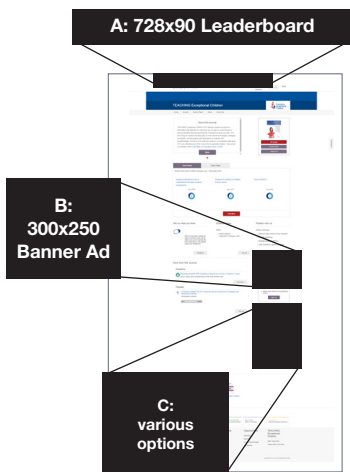
## Other Promotional Opportunities

**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	Half Page
<i>Full page, bleed</i> 303mm (h) x 216mm (w)	<i>Horizontal</i> 131mm (h) x 180mm (w)
<i>Full page, trim size</i> 297mm (h) x 210mm (w)	<i>Vertical</i> 268mm(h) x 87mm (w)
<i>Full page, type area</i> 268mm (h) x 180mm (w)	<b>Quarter Page</b> 131mm (h) x 87mm (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

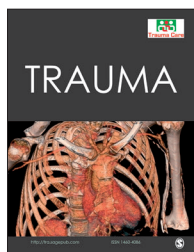
Agency commission 10%

## Related Journals



European Heart Journal:  
Acute Cardiovascular Care

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



Trauma

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

## Contact Details

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