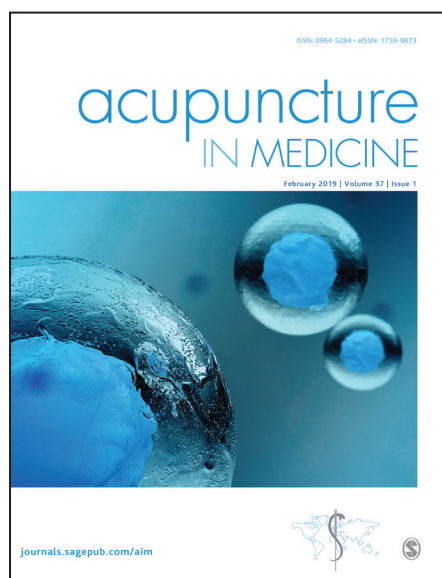


# Advertising Rates and Specifications - 2019



Editor: **David Carr, University of Vermont, USA**

**Acupuncture in Medicine** is the official journal of the British Medical Acupuncture Society. It is an international, peer-reviewed journal. Acupuncture in Medicine aims to promote the scientific understanding of acupuncture and related treatments by publishing scientific investigations of their effectiveness and modes of action as well, as articles on their use in health services and clinical practice.

**Readership profile:** Medical practitioners and other healthcare professionals with an interest in acupuncture.

## Journal Statistics

**Volume: 37**

**Print**

Circulation: 1,865

Frequency: The journal is published 6 times per year.

## Advertising Rates & Information - 2019

### Closing dates for print advertising

| Issue    | Space Reservations | Copy Deadline      |
|----------|--------------------|--------------------|
| February | November 23, 2018  | November 30, 2018  |
| April    | January 22, 2019   | January 29, 2019   |
| June     | March 19, 2019     | March 26, 2019     |
| August   | May 17, 2019       | May 24, 2019       |
| October  | July 23, 2019      | July 30, 2019      |
| December | September 17, 2019 | September 24, 2019 |

### Print advertising rates – 2019:

#### Colour Rates

| Frequency                 | 1x     | 3x     | 6x     |
|---------------------------|--------|--------|--------|
| <b>Full Page</b>          | £1,238 | £1,146 | £1,052 |
| <b>Outside Back Cover</b> | £1,424 | £1,317 | £1,210 |
| <b>Inside Front Cover</b> | £1,362 | £1,260 | £1,158 |
| <b>Inside Back Cover</b>  | £1,300 | £1,202 | £1,105 |
| <b>Half Page</b>          | £732   | £676   | £623   |
| <b>Double Spread</b>      | £2,476 | £2,293 | £2,105 |

#### Black and White Rates

| Frequency        | 1x   | 3x   | 6x   |
|------------------|------|------|------|
| <b>Full Page</b> | £732 | £676 | £623 |
| <b>Half Page</b> | £439 | £406 | £374 |

## Other Promotional Opportunities

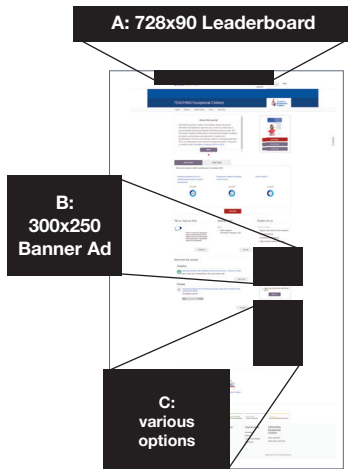
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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)

### 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.

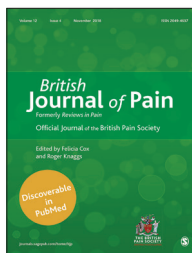
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

Colour graphics must be in CMYK.

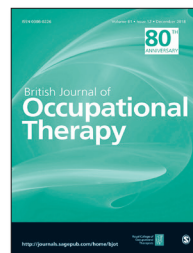
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Agency commission 10%

## Related Journals



British Journal of Pain  
[journals.sagepub.com/home/bjp](http://journals.sagepub.com/home/bjp)



British Journal of Occupational Therapy  
[journals.sagepub.com/home/bjot](http://journals.sagepub.com/home/bjot)

## Contact Details

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