

GENERAL INFORMATION

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

READERSHIP PROFILE

- Doctors
- Nurses
- Physiotherapists
- Psychologists
- Social workers
- The clergy
- Occupational therapists

FREQUENCY

The journal is published 8 times a year.

PRINT RUN
1300



GEOGRAPHICAL BREAKDOWN

UK 50% North America 12%
Europe 18% Rest of the World 20%



CLOSING DATES – 2008

JANUARY ISSUE

Space Reservations 01/11/2007
Copy Deadline 30/11/2007
Mail Date 02/01/2008

MARCH ISSUE

Space Reservations 02/01/2008
Copy Deadline 01/02/2008
Mail Date 31/03/2008

APRIL ISSUE

Space Reservations 18/02/2008
Copy Deadline 25/02/2008
Mail Date 01/04/2008

JUNE ISSUE

Space Reservations 01/04/2008
Copy Deadline 28/04/2008
Mail Date 01/05/2008

JULY ISSUE

Space Reservations 01/05/2008
Copy Deadline 02/06/2008
Mail Date 01/07/2008

SEPTEMBER ISSUE

Space Reservations 01/07/2008
Copy Deadline 01/08/2008
Mail Date 01/09/2008

OCTOBER ISSUE

Space Reservations 01/08/2008
Copy Deadline 01/09/2008
Mail Date 01/10/2008

DECEMBER ISSUE

Space Reservations 01/10/2008
Copy Deadline 03/11/2008
Mail Date 01/12/2008

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

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.

SPECIAL MARKETING OPPORTUNITIES

ARTICLE REPRINTS

Reprints of articles pertinent to your company's mission act as excellent marketing support materials. They add credibility to the story you are telling your customers and give detailed information in an objective format.

As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience - via the sales force, direct mail campaigns and as handouts at major conferences and exhibitions.

We can offer:

Printed Reprints: usually printed in their original format in black & white and/or colour, but can be laminated or have a special cover.

Electronic Reprints: are electronic copies of an article, in PDF form, for posting on a website or dissemination by e-mail.

Translation Reprints: a translated version of an article in another language.

Reprints Plus: a flexible package that lets you coordinate your advertising and reprint activities to add impact to your marketing campaign. We can also print reprints as a monograph. This is a selection of articles printed together as a booklet. They can be from different journals, with varying publication dates.

JOURNAL SUPPLEMENTS

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

INSERTS

Bound inserts, outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval.

BELLY BAND

Advertisement that wraps around middle of each issue.

Please contact **Tamara Haq** for rates and more information about any of these opportunities.

ADVERTISING RATES – 2008

ADVERTISING RATES

B/W RATES

Frequency	1x	3x	6x
1 PAGE	£900	£865	£805
½ PAGE	£665	£640	£595
¼ PAGE	£425	£410	£380

COLOUR RATES

Frequency	1x	3x	6x
1 PAGE	£2,100	£2,000	£1,900
½ PAGE	£1,500	£1,400	£1,300
¼ PAGE	£900	£800	£700

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

AGENCY COMMISSION 15%

INSERTS

Loose leaf inserts (A5 or A4) can be inserted into the journal at a cost of £650.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING

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.

PAYMENT TERMS

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers. Contact **Tamara Haq** for full Terms and Conditions.

MECHANICAL REQUIREMENTS

Trim Size	280 x 420mm
Full Page	280 x 210mm
Outside Back	280 x 210mm
Inside Front	280 x 210mm
Facing Lead	280 x 210mm
½ page vertical	280 x 105mm
Live matter:	6mm
Linescreen:	133 - 150

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions:

We are happy to accept files on CD, PDF or by email

Image Size/Crop:

Crop marks should be placed on all adverts that bleed and offset

Proof Instructions:

All colour and greyscale graphics should be at 300 dpi (minimum) at the finished size.

All bitmap/line-art graphics should be 600 dpi (minimum) at the finished size.

Colour graphics must be in CMYK and/or pantones NOT RGB.

No ICC profiles should be attached to colours or images.

File Submission Instructions:

Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

REQUIREMENTS FOR FILM

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, centre marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for colour. All colour pages must be accompanied by an identifiable SWOP-compliant proof.

BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 9mm from gutter.

All live copy should be no closer than 6mm from the trim.

For inserts, 70gsm coated stock for minimum weight and 110gsm coated stock is the maximum

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

PALLIATIVE MEDICINE ADVERTISING RATES & SPECIFICATIONS

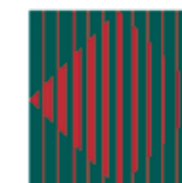
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PALLIATIVE MEDICINE

Research journal of the European Association for Palliative Care



A MULTIPROFESSIONAL JOURNAL

ADDRESSES & NUMBERS

PUBLISHER:

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

FOR ALL ADVERTISING, REPRINT AND SUPPLEMENT SALES:

Tamara Haq, Commercial Sales Executive
Phone +44(0)207 324 2220
Fax +44 (0)207 324 8600
tamara.haq@sagepub.co.uk
www.sagepublications.com

FOR ARTWORK SUBMISSION:

tamara.haq@sagepub.co.uk

DELIVER PRE-PRINTED INSERTS:

Ship to:
Christine Wooden
Customer Service Manager
Pagebros
Mile Cross Lane
Norwich
NR6 6SA
Tel: 01603 778823
Fax: 01603 778801

