

Advertising rates and specifications 2014

Medicine, Science and the Law



The journal of the
British Academy of
Forensic Sciences



The ROYAL
SOCIETY of
MEDICINE
Journals



<http://msl.sagepub.com>

 **SAGE**

About Medicine, Science and the Law

The official journal of the British Academy of Forensic Sciences, *Medicine, Science and the Law* publishes peer-reviewed papers on a wide range of subjects of forensic interest. The journal aims to inform its readers from a broad perspective and demonstrate the interrelated nature and scope of the forensic disciplines. Through a variety of authoritative research articles submitted from across the globe, it covers a range of topical medico-legal issues. The journal keeps readers informed of developments and trends through reporting, discussing and debating current issues of importance in forensic practice.

Readership profile

All forensic professionals, lawyers, academics, and clinicians with an interest in forensic medicine and science.



Print run

850

Frequency

The journal is published quarterly

Current volume

54

ISI 2012 Impact Factor*

0.484

*Thomson Scientific®

Advertising rates & information - 2014

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	8 November 2013	15 November 2013	1 January 2014
April	7 February 2014	14 February 2014	1 April 2014
July	9 May 2014	16 May 2014	1 July 2014
October	13 August 2014	20 August 2014	1 October 2014

Other marketing opportunities

Belly band: A belly band is an advertisement that wraps around the middle of an issue. 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.

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

Reprints: Reprints of articles pertinent to your company's mission are excellent marketing support materials. They add credibility to your marketing message 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. We can offer printed and electronic reprints, translated reprints and reprints collections. Collections may include reprints from different journals, with varying publication dates.

E-toc alert sponsorship

Sponsored e-TOC alerts may be available. The sponsor may include up to 40 words of text plus a logo, hyperlink and banner advert.

Banner size: 468 x 60 pixels

Print advertising rates – 2014

Colour rates			
Frequency	1x	3x	6x
Full page	£1,133	£1,049	£963
Outside back cover	£1,303	£1,205	£1,107
Inside front cover	£1,246	£1,153	£1,060
Inside back cover	£1,190	£1,100	£1,011
Half page	£670	£619	£570

Black and white rates			
Frequency	1x	3x	6x
Full page	£670	£619	£570
Half page	£402	£372	£342

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.

Online advertising

CPM rate (cost per thousand)	£46
Minimum booking	10,000 impressions
Geo-targeting available	

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

Available locations/sizes:

Leaderboard banner
(one page or across entire site) – 728 x 90 pixels
Column subtower
(one page or across entire site) – 160 x 600 pixels

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

Additional information

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.

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.

Mechanical requirements for print advertisements

Full page, bleed
286mm x 216mm

Full page, trim size
280mm x 210mm

Full page, type area
250mm x 180mm

Half page horizontal
120mm x 180mm

Half page vertical
250mm x 85mm

Agency commission 10%

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. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Elisabetta Palanghi Sheffield for FTP instructions.

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

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

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

Contact details

Publisher:

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

For all advertising, reprint and supplement sales:

Tamara Haq

Senior Account Manager,
Commercial Sales

SAGE Publications Ltd.

0207 336 9122

Email:

tamara.haq@sagepub.co.uk

For artwork submission:

popi.konstantinou@sagepub.co.uk