Advertising rates and specifications 2014

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SAGE

Scandinavian Journal of Public Health

Scandinavian Journal of Public Health is an international peer reviewed journal that publishes high quality research on all aspects of global public health. It is the official journal of the Associations of Public Health in the Nordic Countries.

Circulation

775

Frequency

The journal is published six times a year.

Current volume

42

Impact Factor*

1.966

*Thomson Scientific®

5 Year Imapct Factor

1.396

*Thomson Scientific®

Ranking

30/136 in Public, Environmental & Occupational Health (SSCI)

63/158 in Public, Environmental & Occupational Health (SCI)

Advertising rates & information - 2014

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
February	25 November 2013	02 December 2013	10 January 2014
March	05 January 2014	12 January 2014	17 February 2014
May	03 March 2014	10 March 2014	15 April 2014
June	03 April 2014	10 April 2014	19 May 2014
July	08 May 2014	15 May 2014	19 June 2014
August	08 June 2014	15 June 2014	21 July 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

Average monthly impressions: 53,633

Average unique visitors: 21,723

Print advertising rates – 2014

Colour rates			
Frequency	1x	3x	6x
Full page	£1,313	£1,215	£1,115
Outside back cover	£1,576	£1,457	£1,339
Inside front cover	£1,509	£1,396	£1,282
Inside back cover	£1,442	£1,334	£1,226
Half page	£721	£666	£633

Black and white rates			
Frequency	1x	3x	6x
Full page	£850	£788	£722

CPM rate (cost per thousand)	£46
Minimum booking	10,000 impressions

Online advertising

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

Available locations/sizes:

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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 the 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, Trim size
290mm x 216mm

Full page, bleed
296mm x 222mm

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 Manuela Brun 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:

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For artwork submission:

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