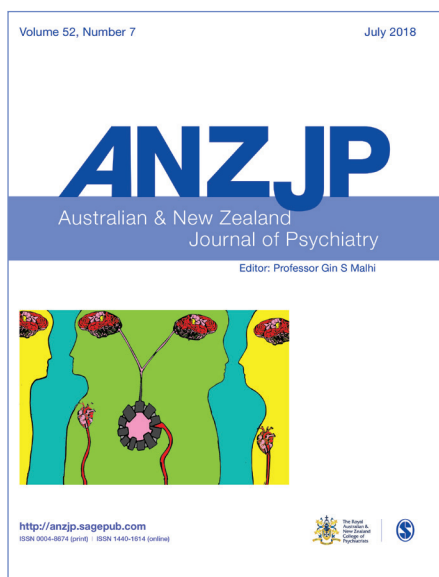


Advertising Rates And Specifications - 2019



Editor: **Gin S. Malhi**, *Royal North Shore Hospital, Sydney, Australia*

The **Australian and New Zealand Journal of Psychiatry** is the official journal of the Royal Australian and New Zealand College of Psychiatrists (RANZCP). The **Australian and New Zealand Journal of Psychiatry** publishes timely, high quality research and review in psychiatry and promotes the discipline of psychiatry in Australia and New Zealand, as well as throughout the wider world. It features peer-reviewed research articles as its core material, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and the proceedings of workshops and conferences.

Readership profile: psychiatrists and mental health professionals.

Journal Statistics

Volume: 53

Impact Factor: 5.084

Ranking: 14/142 in Psychiatry (SSCI)
18/142 in Psychiatry (SCI)

Source: 2017 Journal Citation Reports®
(Clarivate Analytics, 2018)

Print

Circulation: 5,759

Frequency: The journal is published monthly
– 12 issues per year.

Online - journals.sagepub.com/home/anp

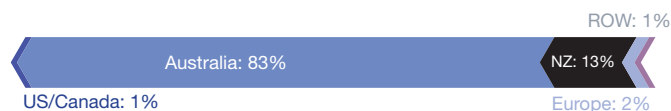
Average Monthly Page Views: 69,178*

Average Monthly Unique Visitors: 39,788

e-Toc registrants: 6,377

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Booking Deadline	Copy Due	Publication Date
January	05 November 2018	14 November 2018	01 January 2019
February	28 November 2018	03 December 2018	01 February 2019
March	28 December 2018	07 January 2019	01 March 2019
April	28 January 2019	04 February 2019	01 April 2019
May	04 March 2019	11 March 2019	01 May 2019
June	01 April 2019	08 April 2019	01 June 2019
July	28th April 2019	06 May 2019	01 July 2019
August	03 June 2019	10 June 2019	01 August 2019
September	02 July 2019	09 July 2019	01 September 2019
October	02 August 2019	09 August 2019	01 October 2019
November	02 September 2019	09 September 2019	01 November 2019
December	01 October 2019	08 October 2019	01 December 2019

Print advertising rates – 2019:

Frequency				
Colour	1x	3x	6x	12x
Full Page	\$5,661	\$5,520	\$5,374	\$5,095
Outside Back Cover	\$7,339	\$7,155	\$6,972	\$6,604
Inside Front Cover	\$6,162	\$6,010	\$5,853	\$5,543
Inside Back Cover	\$6,162	\$6,010	\$5,853	\$5,543
Half Page	\$3,118	\$3,039	\$2,960	\$2,808
Double Spread	\$9,907	\$9,661	\$9,405	\$8,917

B&W				
	1x	3x	6x	12x
Full Page	\$2,026	\$1,976	\$1,924	\$1,824
Half Page	\$1,536	\$1,497	\$1,458	\$1,379

Other Promotional Opportunities

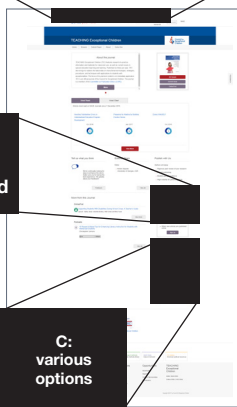
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

A: 728x90 Leaderboard



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> 286mm (h) x 216mm (w)	<i>Horizontal, Type Area</i> 120mm (h) x 180mm (w)
<i>Full page, trim size</i> 280mm (h) x 210mm (w)	<i>Horizontal, Trim Area</i> 140mm (h) x 210mm (w)
<i>Full page, type area</i> 250mm (h) x 180mm (w)	<i>Vertical, Type Area</i> 250mm (h) x 85mm (w)
	<i>Vertical, Trim Area</i> 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.

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

Manuela Genauzeau Brun
Commercial Sales Account Manager
Tel: +44 (0)207 324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: lydia.fried@sagepub.co.uk