Editor: A. Sampath Kumar, Pushpanjali Crosslay Hospital, India

Asian Cardiovascular & Thoracic Annals is the official journal of The Asian Society for Cardiovascular and Thoracic Surgery (ASCVTS), an international peer-reviewed journal pertaining to cardiovascular and thoracic medicine. Asian Annals has been the “Voice of Cardiac Medicine in Asia” and the Pacific rim since it was launched in 1993. The focus of Asian Annals is the care of the heart. Since 1999, Asian Annals has been the official journal of the Asian Society for Cardiovascular and Thoracic Surgery, the region’s leading Cardiovascular and thoracic surgical organisation.

Readership profile: Cardiovascular and thoracic surgeons, cardiologists and allied health care professionals.

### Advertising Rates & Information - 2020

**Journal Statistics**

- **Volume**: 30
- **Print**
  - **Circulation**: 890
  - **Frequency**: The journal is published 9 times per year.

**Online - journals.sagepub.com/home/aan**

- **Average Monthly Page Views**: 11,236*
- **Average Monthly Unique Visitors**: 5,294
- **e-Toc registrants**: 401

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

**Print Geographical Distribution**

- **Japan**: 83%
- **ROW**: 17%

**Online Geographical Distribution**

- **Europe**: 16%
- **UK**: 5%
- **Asia**: 40%
- **US**: 25%
- **ROW**: 17%

### Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Copy Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>07 November 2019</td>
<td>14 November 2019</td>
<td>01 January 2020</td>
</tr>
<tr>
<td>February*</td>
<td>07 December 2019</td>
<td>14 December 2019</td>
<td>01 February 2020</td>
</tr>
<tr>
<td>March</td>
<td>08 January 2020</td>
<td>15 January 2020</td>
<td>01 March 2020</td>
</tr>
<tr>
<td>May*</td>
<td>05 March 2020</td>
<td>12 March 2020</td>
<td>01 May 2020</td>
</tr>
<tr>
<td>June</td>
<td>09 April 2020</td>
<td>16 April 2020</td>
<td>01 June 2020</td>
</tr>
<tr>
<td>July</td>
<td>03 May 2020</td>
<td>10 May 2020</td>
<td>01 July 2020</td>
</tr>
<tr>
<td>September*</td>
<td>08 July 2020</td>
<td>15 July 2020</td>
<td>01 September 2020</td>
</tr>
<tr>
<td>October</td>
<td>06 August 2020</td>
<td>13 August 2020</td>
<td>01 October 2020</td>
</tr>
<tr>
<td>November</td>
<td>06 September 2020</td>
<td>13 September 2020</td>
<td>01 November 2020</td>
</tr>
</tbody>
</table>

### Print advertising rates:

**Colour Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,275</td>
<td>£1,181</td>
<td>£1,084</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,467</td>
<td>£1,356</td>
<td>£1,246</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,402</td>
<td>£1,298</td>
<td>£1,193</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,339</td>
<td>£1,238</td>
<td>£1,138</td>
</tr>
<tr>
<td>Half Page</td>
<td>£754</td>
<td>£697</td>
<td>£642</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,550</td>
<td>£2,361</td>
<td>£2,168</td>
</tr>
</tbody>
</table>

**Black and White Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,334</td>
<td>£1,198</td>
<td>£1,133</td>
</tr>
<tr>
<td>Half Page</td>
<td>£754</td>
<td>£676</td>
<td>£642</td>
</tr>
</tbody>
</table>

**Bonus Distribution**

- September: (EACTS) 33rd European Association for Cardio-Thoracic Surgery Annual Meeting 2019 - TBC Sept 19
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.

Related Journals

Perfusion
journals.sagepub.com/home/prf

Vascular
journals.sagepub.com/home/vas

Vascular Medicine
journals.sagepub.com/home/vmj

Contact Details

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