Advertising Rates And Specifications - 2020

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Australasian Psychiatry is the bi-monthly journal of The Royal Australian and New Zealand College of Psychiatrists (RANZCP) that aims to promote the art of psychiatry and its maintenance of excellence in practice in Australia and throughout the world. Australasian Psychiatry provides a forum for the exchange of information and ideas about significant research and other development in psychiatry. Australasian Psychiatry comprises peer-reviewed research articles, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and proceedings of workshops and conferences.

Readership profile: psychiatrists and mental health professionals

Online Geographical Distribution

- Asia: 11%
- Europe: 9%
- US: 25%
- Australia: 31%
- ROW: 13%
- UK: 11%

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

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