Advertising Rates and Specifications – 2020

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The Journal of Feline Medicine and Surgery is an international journal, and the official journal of the International Society of Feline Medicine (www.icatcare.org/vets) and the American Association of Feline Practitioners (www.catvets.com). It is published monthly in two formats. The ‘classic’ editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. The ‘clinical practice’ editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews) are peer reviewed by the editors and selected referees. An international news section provides ISFM and AAFP society updates and relevant information from other feline groups, as well as position statements and book reviews.

An online, open access sister journal, the Journal of Feline Medicine and Surgery Open Reports, publishes high quality case reports, case series and short communications.

Readership profile: Veterinary practitioners and researchers with an interest in feline medicine.
Readership survey: Feedback from a JFMS reader survey is summarised at the end of the rate card.

Journal Statistics

Volume: 22
Abstracted/indexed in: CAB Abstracts, CABI Health, Clarivate Analytics: Science Citation Index, PubMed: MEDLINE®, Scopus
2018 Impact Factor: 1.584
Ranking: 39/140 in Veterinary Sciences
Source: Journal Citation Reports (Web of Science Group, 2019)

Print
Circulation: 6,785
Frequency: monthly – 12 issues per year

Online – jfms.com
Average monthly page views: 55,571
Average monthly unique visitors: 18,622
e-Toc registrants: 560

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

Print Geographical Distribution
USA/Canada: 46%
UK: 25%
ROW: 19%
Europe: 10%

Online Geographical Distribution
ROW: 15%
Europe: 21%
USA/Canada: 36%
Asia: 16%
UK: 12%

Advertising Rates & Information – 2020

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>06 November 2019</td>
<td>13 November 2019</td>
<td>06 January 2020</td>
</tr>
<tr>
<td>February</td>
<td>07 December 2019</td>
<td>14 December 2019</td>
<td>21 January 2020</td>
</tr>
<tr>
<td>March</td>
<td>07 January 2020</td>
<td>14 January 2020</td>
<td>24 February 2020</td>
</tr>
<tr>
<td>April</td>
<td>10 February 2020</td>
<td>17 February 2020</td>
<td>18 March 2020</td>
</tr>
<tr>
<td>May</td>
<td>09 March 2020</td>
<td>16 March 2020</td>
<td>20 April 2020</td>
</tr>
<tr>
<td>June</td>
<td>07 April 2020</td>
<td>14 April 2020</td>
<td>19 May 2020</td>
</tr>
<tr>
<td>July</td>
<td>05 May 2020</td>
<td>12 May 2020</td>
<td>20 June 2020</td>
</tr>
<tr>
<td>August</td>
<td>08 June 2020</td>
<td>15 June 2020</td>
<td>21 July 2020</td>
</tr>
<tr>
<td>September</td>
<td>08 July 2020</td>
<td>15 July 2020</td>
<td>17 August 2020</td>
</tr>
<tr>
<td>October</td>
<td>10 August 2020</td>
<td>17 August 2020</td>
<td>22 September 2020</td>
</tr>
<tr>
<td>November</td>
<td>09 September 2020</td>
<td>16 September 2020</td>
<td>20 October 2020</td>
</tr>
<tr>
<td>December</td>
<td>06 October 2020</td>
<td>13 October 2020</td>
<td>23 November 2020</td>
</tr>
</tbody>
</table>
Print advertising rates – 2020:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GBP</td>
<td>USD</td>
<td>GBP</td>
<td>USD</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,750</td>
<td>$2,888</td>
<td>£1,719</td>
<td>$2,836</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,020</td>
<td>$1,684</td>
<td>£1,002</td>
<td>$1,652</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£3,067</td>
<td>$5,054</td>
<td>£3,011</td>
<td>$4,553</td>
</tr>
</tbody>
</table>

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.

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:**
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Content gateways:** custom package to host your content and SAGE content in one place

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 societies’ 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**
- Full page, bleed 286mm (h) x 216mm (w)
- Full page, trim size 280mm (h) x 210mm (w)
- Full page, type area 250mm (h) x 180mm (w)

**Half Page**
- Horizontal, type area 120mm (h) x 180mm (w)
- Vertical, type area 250mm (h) x 85mm (w)

**Double Page 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 Publications Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**
Neil Chesher
Commercial Sales Account Manager
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**For artwork submission:**
Lydia Fried
Commercial Sales Administrator
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How often are print issues of JFMS read?

- 58% 'All the time'
- 24% 'Frequently'
- 11% 'Occasionally'
- 7% 'Never'

80% report that adverts in the journal raise awareness of products

73% recognise regular advertisers as supporters of the journal and feline care

9 out of 10 readers are key decision makers or have purchasing influence

7 out of 10 learnt of new products or product uses through adverts in JFMS

82% consider JFMS to be the #1 source of feline information*

*other publications in comparison were Journal of the American Veterinary Medical Association, Veterinary Clinics of North America, Veterinary Record, and Journal of Small Animal Practice

"JFMS is my go-to, cover-to-cover read. • Very relevant on a day-to-day clinical basis • Very reliable and trusted source of information • Use it as a reference regularly in practice • I like browsing through for information on products • Busy or not, there is always time to browse and read JFMS with joy • We want what is best for cats, we need JFMS to tell us how"