Advertising Rates And Specifications - 2020

Journal of Hand Surgery (European Volume) publishes timely, high quality research and reviews on hand surgery. The journal also features editorials, book reviews, case studies and comprehensive coverage of new surgical techniques.

Subjects covered include:
• joint replacement
• fracture and joint injuries
• microvascular surgery
• congenital hand problems
• soft tissue reconstruction in the hand
• nerve injury and compression
• disorders of the wrist
• management of arthritis in the hand

Readership profile: practitioners involved in restoring function to the hand and upper limb including hand, plastic, reconstructive and orthopaedics surgeons

Journal Statistics

Volume: 45E
ISI 2018 Impact Factor: 2.225
Ranking: 30/76 in Orthopedics
77/203 in Surgery
Source: Journal Citation Reports (Web of Science Group, 2019)

Print
Circulation: 2,174
Frequency: The journal is published 10 times per year.

Print Geographical Distribution
Europe: 55%
UK: 34%
ROW: 9%

Online journals.sagepub.com/home/jhs
Average Monthly Page Views: 30,710*
Average Monthly Unique Visitors: 13,816
e-Toc registrants: 1,300

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

Online Geographical Distribution
Australia: 5%
Asia: 22%
Europe: 20%
UK: 12%
ROW: 8%
US/Canada: 33%

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>06 November 2019</td>
<td>13 November 2019</td>
<td>01 January 2020</td>
</tr>
<tr>
<td>February</td>
<td>27 November 2019</td>
<td>04 December 2019</td>
<td>01 February 2020</td>
</tr>
<tr>
<td>March*</td>
<td>29 December 2019</td>
<td>08 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>02 April 2020</td>
<td>09 April 2020</td>
<td>01 June 2020</td>
</tr>
<tr>
<td>July</td>
<td>04 May 2020</td>
<td>11 May 2020</td>
<td>01 July 2020</td>
</tr>
<tr>
<td>September</td>
<td>02 July 2020</td>
<td>09 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>03 September 2020</td>
<td>10 September 2020</td>
<td>01 November 2020</td>
</tr>
<tr>
<td>December</td>
<td>01 October 2020</td>
<td>08 October 2020</td>
<td>01 December 2020</td>
</tr>
</tbody>
</table>

*Bonus Distribution
• March issue: BSSH Spring meeting 2020
• March issue: FESSH 2020 (June, Basel)
• June issue: BSSH Autumn Scientific Meeting 2020
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.

Print advertising rates – 2020:

**Colour Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,552</td>
<td>£1,436</td>
<td>£1,318</td>
<td>£1,186</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,862</td>
<td>£1,722</td>
<td>£1,582</td>
<td>£1,424</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,783</td>
<td>£1,650</td>
<td>£1,515</td>
<td>£1,636</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,704</td>
<td>£1,577</td>
<td>£1,449</td>
<td>£1,304</td>
</tr>
<tr>
<td>Half Page</td>
<td>£852</td>
<td>£787</td>
<td>£724</td>
<td>£652</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,715</td>
<td>£2,513</td>
<td>£2,306</td>
<td>£2,075</td>
</tr>
</tbody>
</table>

**Black and White Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,005</td>
<td>£931</td>
<td>£853</td>
<td>£768</td>
</tr>
<tr>
<td>Half Page</td>
<td>£658</td>
<td>£646</td>
<td>£628</td>
<td>£565</td>
</tr>
</tbody>
</table>

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.

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)
- Horizontal, Trim Area 140mm (h) x 210mm (w)
- Vertical, Type Area 250mm (h) x 85mm (w)
- Vertical, Trim Area 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:
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Related Journals

Shoulder & Elbow
journals.sagepub.com/home/sel

Hand Therapy
journals.sagepub.com/home/hth

Journal of Orthopaedic Surgery
journals.sagepub.com/home/osj

HAND
journals.sagepub.com/home/han

Prosthetics & Orthotics International
journals.sagepub.com/home/poi