

# Advertising Rates And Specifications - 2015



Honorary Editor: **Mike Pringle**, *President, RCGP*

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**InnovAiT** is the RCGP (Royal College of General Practitioners) journal that promotes excellence in primary care through quality education. It was developed to support Associates in Training (AiTs) of the Royal College of General Practitioners from entry into specialist training to qualification. It is also a valuable resource for GP trainers, trained GPs who wish to update and maintain their knowledge base, newly qualified (First5) GPs wanting to extend their knowledge, practice and community nurses, and foundation level doctors and medical students contemplating a career in primary care. InnovAiT complements the British Journal of General Practice (BJGP). Rotating through the whole RCGP curriculum on a 3-year cycle, each issue covers 2 clinical themes, and one nonclinical area. Other regular features include a news section highlighting important policies, research and guidelines relevant to GPs, GP career profiles and insights from GPs at different stages in their careers and exam tips for the MRCGP examination.

The Journal includes 'applied knowledge test' questions to enable readers to check their own knowledge and 10-minute scenarios that can be used for tutorials, personal learning or discussion in groups. Published monthly, Associates in Training of the RCGP receive a free print and online subscription to InnovAiT as part of their AiT membership of the College. Special subscription rates are available for medical students, foundation doctors and non-AiT RCGP Members.

Readership profile: Associates in Training of the RCGP, medical students, foundation doctors, non-AiT RCGP Members

## Journal Statistics

### Print

Volume: 8

Circulation: 11,700

Frequency: The journal is published 12 times per year.

### Online - *ino.sagepub.com*

Average Monthly Page views: 32,500

Average Monthly Unique Visitors: 6,600

e-Toc registrants: 242

### Print Geographical Distribution

UK Only

### Online Geographical Distribution



## Advertising Rates & Information - 2015

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	14 November 2014	21 November 2014	2 January 2015
February	16 December 2014	23 December 2014	3 February 2015
March	21 January 2015	28 January 2015	3 March 2015
April	23 February 2015	2 March 2015	1 April 2015
May	24 March 2015	31 March 2015	1 May 2015
June	22 April 2015	29 April 2015	2 June 2015
July	25 May 2015	1 June 2015	1 July 2015
August*	23 June 2015	30 June 2015	3 August 2015
September	24 July 2015	31 July 2015	1 September 2015
October	25 August 2015	1 September 2015	1 October 2015
November	24 September 2015	1 October 2015	3 November 2015
December	23 October 2015	30 October 2015	1 December 2015

### Print advertising rates – 2015:

#### Colour Rates

Frequency	1x	3x	6x
<b>Full Page</b>	£1,378	£1,272	£1,169
<b>Outside Back Cover</b>	£1,655	£1,531	£1,407
<b>Inside Front Cover</b>	£1,585	£1,466	£1,347
<b>Inside Back Cover</b>	£1,514	£1,400	£1,287
<b>Half Page</b>	£757	£700	£643
<b>Double Spread</b>	£2,412	£2,226	£2,046

#### Black and white rates

Frequency	1x	3x	6x
<b>Full page</b>	£893	£826	£759

### Bonus Distribution

- August issue: RCGP Meeting 2015 (October 2015)

## 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

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels

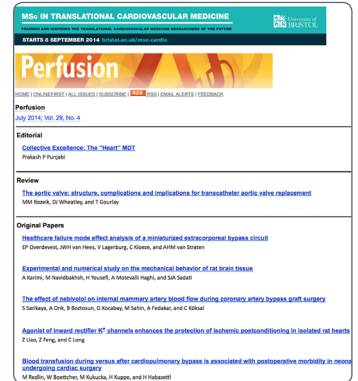
- Our standard rate is £46 per 1,000 impressions, with a minimum of £460 /10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

**E-Toc alert sponsorship:**

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



## 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 x 216mm

*Full page, trim size*  
280mm x 210mm

*Full page, type area*  
250mm x 180mm

Half Page

*Horizontal, Type Area*  
120mm x 180mm

*Horizontal, Trim Area*  
140mm x 210mm

*Vertical, Type Area*  
250mm x 85mm

*Vertical, Trim Area*  
280mm x 105mm

### 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.

### 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.

## Related Journals



Journal of Royal Society of  
Medicine  
[jrs.sagepub.com](http://jrs.sagepub.com)

## Contact Details

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