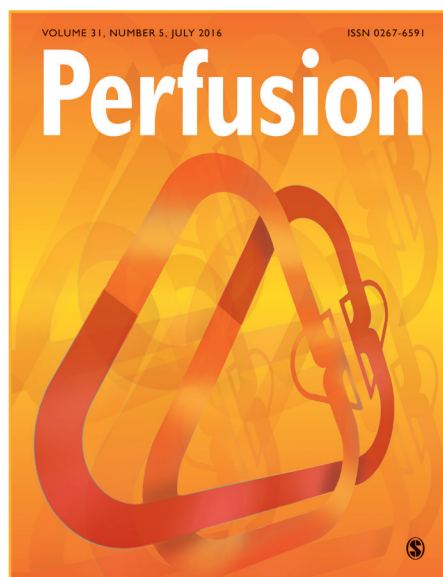


Advertising Rates And Specifications - 2017



Editor Emeritus: **K M Taylor**, *Hammersmith Hospital, UK*

Editor-in-Chief: **Prakash P Punjabi**, *Imperial College Healthcare, Hammersmith Hospital, London, UK*

Perfusion provides current information on all aspects of perfusion, oxygenation and biocompatibility and their use in modern cardiac surgery. The journal is at the forefront of international research and development and presents an appropriately multidisciplinary approach to perfusion science.

Perfusion's reputation for the highest quality research is further enhanced by collaborative ventures with:

- The American Academy of Cardiovascular Perfusion
- The Australian Society of Cardiovascular Perfusionists
- Selected papers presented at each annual meeting are published in **Perfusion** following the peer-review process.

Readership profile: working perfusionists

Journal Statistics

Volume: 32

2015 ISI Impact Factor: 1.442

Ranking: 50/60 in Peripheral Vascular Disease, 87/124 in Cardiac & Cardiovascular Systems

Print

Circulation: 364

Frequency: The journal is published 8 issues per year.

Online - prf.sagepub.com

Average Monthly Page Views: 11,056*

Average Monthly Unique Visitors: 5,300

e-Toc registrants: 718

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	11 November 2016	18 November 2016	02 January 2017
March*	06 January 2017	13 January 2017	01 March 2017
April	03 February 2017	10 February 2017	03 April 2017
May	09 March 2017	16 March 2017	01 May 2017
July	04 May 2017	11 May 2017	03 July 2017
September*	06 July 2017	13 July 2017	01 September 2017
October	08 August 2017	15 August 2017	02 October 2017
November	08 August 2017	15 August 2017	01 November 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,393	£1,289	£1,183
Outside Back Cover	£1,602	£1,482	£1,372
Inside Front Cover	£1,532	£1,417	£1,302
Inside Back Cover	£1,463	£1,352	£1,822
Half Page	£765	£707	£650
Quarter Page	£470	£434	£399
Double Spread	£2,786	£2,578	£2,366

Black and white rates

Frequency	1x	3x	6x
Full Page	£902	£836	£766

*Bonus Distribution

- March: ASCVTS 2017 - 25th Annual Meeting of the Asian Society for Cardiovascular and Thoracic Surgery, March 23 (Thu) – 26 (Sun), 2017 - Coex, Seoul, Korea
- September: 31th EACTS Annual Meeting 2017 - TBC Oct 17 - Wien, Austria

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 £49 per

1,000 impressions, with a minimum of £490/10,000 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 (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)

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.

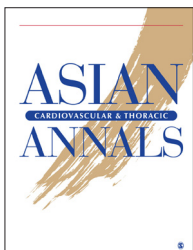
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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.

Agency commission 10%

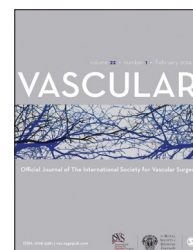
Related Journals



Asian Cardiovascular & Thoracic Annals
aan.sagepub.com



Phlebology
phl.sagepub.com



Vascular
vas.sagepub.com

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