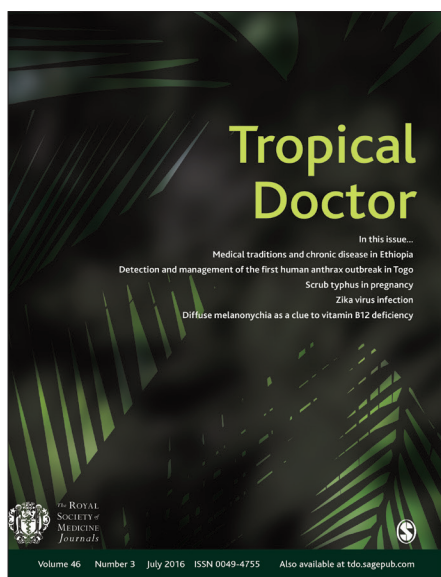


Advertising Rates And Specifications - 2017



Editor: **Michael Cotton**, *University Hospital, Lausanne, Switzerland*

The only journal written by and for health workers in developing countries, **Tropical Doctor** provides medical expertise and practical advice on how to apply current medical knowledge to the special circumstances of developing countries. This journal provides an ideal forum for sharing experiences and establishing best practice, aiding communication between medical professionals in different environments. Readers receive crucial information on the prevention, management and treatment of prevalent diseases in tropical and developing countries.

Readership profile: health workers in developing countries

Journal Statistics

Volume: 47

2015 ISI Impact Factor: 0.347

Ranking: 19/19 in Tropical Medicine, 168/172 in Public, Environmental & Occupational Health (SCI)

Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Print

Circulation: 244

Frequency: The journal is published 4 times per year.

Online - tdo.sagepub.com

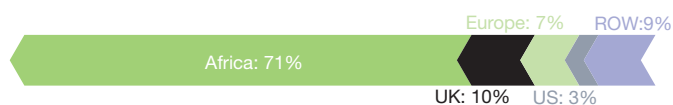
Average Monthly Page Views: 7,905*

Average Monthly Unique Visitors: 4,200

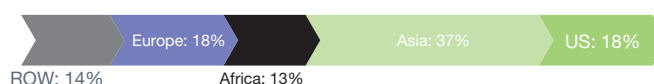
e-Toc registrants: 1,065

*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	19 November 2016	25 November 2016	02 January 2017
April	11 February 2017	13 February 2017	06 March 2017
July	16 May 2017	22 May 2017	03 July 2017
October	10 August 2017	21 August 2017	02 October 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,393	£1,289	£1,183
Outside Back Cover	£1,672	£1,546	£1,421
Inside Front Cover	£1,601	£1,481	£1,360
Inside Back Cover	£1,530	£1,415	£1,301
Half Page	£765	£707	£650
Double Spread	£2,786	£2,578	£2,366

Black and white rates

Frequency	1x	3x	6x
Full Page	£902	£836	£766
Half Page	£542	£488	£460

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.

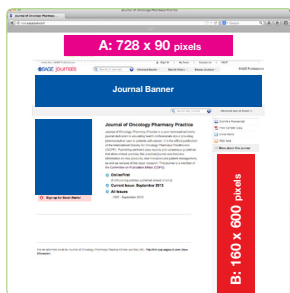
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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.

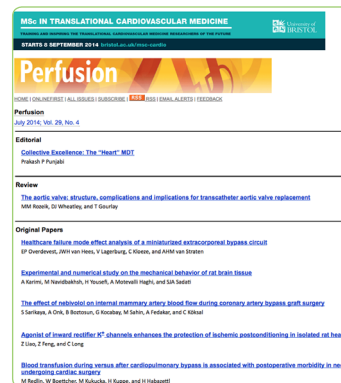
- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
 - Acceptable file formats: GIF, Animated GIF, JPG, PNG, 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

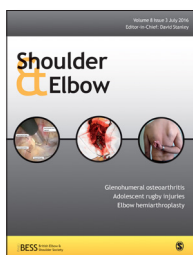
Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Agency commission 10%

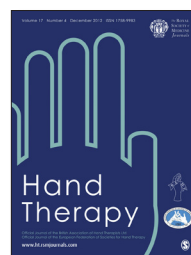
Related Journals



The Journal of Hand Surgery
jhs.sagepub.com



Shoulder & Elbow
sel.sagepub.com



Hand Therapy
hth.sagepub.com

Contact Details

Publisher:

SAGE Publishing 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*

Tel: +44 (0) 207 324 8601

Email: neil.chesher@sagepub.co.uk

For artwork submission:

Andrea Jarosova – *Commercial Sales Administrator*

Tel: +44 (0) 207 336 9133

Email: andrea.jarosova@sagepub.co.uk