

Advertising Rates And Specifications - 2017



Honorary Editor: **Terry Kemple**, *President, RCGP*

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: 10

Circulation: 11,373

Frequency: The journal is published 12 times per year.

Online - ino.sagepub.com

Average Monthly Page views: 17,660

Average Monthly Unique Visitors: 6,900

e-Toc registrants: 346

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

Print Geographical Distribution

UK Only

Online Geographical Distribution



Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	07 November 2016	14 November 2016	02 January 2017
February	12 December 2016	19 December 2016	03 February 2017
March	16 January 2017	23 January 2017	03 March 2017
April	17 February 2017	24 February 2017	03 April 2017
May	17 March 2017	24 March 2017	01 May 2017
June	14 April 2017	21 April 2017	01 June 2017
July	18 May 2017	25 May 2017	03 July 2017
August	16 June 2017	23 June 2017	01 August 2017
September	14 July 2017	21 July 2017	01 September 2017
October	18 August 2017	25 August 2017	02 October 2017
November	19 September 2017	26 September 2017	01 November 2017
December	19 October 2017	26 October 2017	01 December 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,462	£1,349	£1,240
Outside Back Cover	£1,756	£1,624	£1,493
Inside Front Cover	£1,682	£1,555	£1,429
Inside Back Cover	£1,606	£1,485	£1,365
Half Page	£803	£743	£682
Double Spread	£2,558	£2,362	£2,170

Black and white rates

Frequency	1x	3x	6x
Full Page	£947	£876	£805

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	Half Page
Full page, bleed 286mm (h) x 222 mm (w)	Horizontal, Trim Area 120mm (h) x 186mm (w)
Full page, trim size 280mm (h) x 216mm (w)	Vertical, Trim Area 250mm (h) x 88mm (w)
Full page, type area 250mm (h) x 186mm (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.

Related Journals



Journal of Royal Society of
Medicine
jrs.sagepub.com

Contact Details

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