Editor: David Stanley, Consultant Shoulder & Elbow Surgeon, UK

Shoulder & Elbow is devoted to the advancement of the science of diagnosis and management of shoulder and elbow disorders. The Journal publishes peer-reviewed original research articles and reviews related to shoulder and elbow surgery and rehabilitation that strive to: foster and advance the science and practice of shoulder and elbow disorders, standardize assessment, scoring of disability and nomenclature relevant to the shoulder and elbow, improve quality of care by encouraging the collection of scientific data and functional outcomes, promote and stimulate research and encourage international research collaboration, and cultivate international relationships in the field of shoulder and elbow care.

Shoulder & Elbow is the official journal of the British Elbow & Shoulder Society.

Readership profile: upper limb surgeons, shoulder and elbow specialists, rehabilitation specialists

Journal Statistics

Print

Volume: 10
Abstract/Indexing: PubMed Central
Circulation: 766
Frequency: The journal is published 4 times per year.

Online - journals.sagepub.com/home/sel
Average Monthly Page views: 4,337*
Average Monthly Unique Visitors: 1,837
e-Toc registrants: 210

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

Print Geographical Distribution

UK: 96%
Europe: 2%
ROW: 2%

Online Geographical Distribution

ROW: 15%
Asia: 18%
Europe: 19%
UK: 22%
US/Canada: 24%

Advertising Rates & Information - 2018

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>20 October 2017</td>
<td>27 October 2017</td>
<td>01 January 2018</td>
</tr>
<tr>
<td>April</td>
<td>23 January 2018</td>
<td>30 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>July (published early for BESS conference)</td>
<td>23 March 2018</td>
<td>30 March 2018</td>
<td>01 July 2018</td>
</tr>
<tr>
<td>October</td>
<td>20 July 2018</td>
<td>27 July 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>BESS Abstract book</td>
<td>20 July 2018</td>
<td>27 July 2018</td>
<td>01 October 2018</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:

Colour Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,457</td>
<td>£1,328</td>
<td>£1,093</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,687</td>
<td>£1,527</td>
<td>£1,311</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,602</td>
<td>£1,460</td>
<td>£1,202</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,530</td>
<td>£1,392</td>
<td>£1,147</td>
</tr>
<tr>
<td>Half Page</td>
<td>£710</td>
<td>£676</td>
<td>£656</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,549</td>
<td>£2,323</td>
<td>£1,912</td>
</tr>
</tbody>
</table>

Black and White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£732</td>
<td>£696</td>
<td>£656</td>
</tr>
<tr>
<td>Half Page</td>
<td>£437</td>
<td>£415</td>
<td>£382</td>
</tr>
</tbody>
</table>

*Bonus Distribution

• July issue: BESS meeting 2018
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

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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed</td>
<td>Horizontal, Type Area</td>
</tr>
<tr>
<td>280mm (h) x 216mm (w)</td>
<td>120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size</td>
<td>Horizontal, Trim Area</td>
</tr>
<tr>
<td>280mm (h) x 210mm (w)</td>
<td>140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area</td>
<td>Vertical, Type Area</td>
</tr>
<tr>
<td>250mm (h) x 180mm (w)</td>
<td>250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Trim Area</td>
</tr>
<tr>
<td></td>
<td>290mm (h) x 105mm (w)</td>
</tr>
</tbody>
</table>

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

- The Journal of Hand Surgery (European Volume) journals.sagepub.com/home/jhs
- Hand Therapy journals.sagepub.com/home/hth
- Prosthetics and Orthotics International journals.sagepub.com/home/poi

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
Manuela Brun
Commercial Sales Account Manager
Tel: +44 (0)20 7324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:
Andrea Jarosova
Assistant Commercial Sales Executive
Tel: +44 (0) 207 336 9133
Email: andrea.jarosova@sagepub.co.uk