Advertising Rates And Specifications - 2018

Editor: Christiaan Vrints, Antwerp University Hospital, Belgium

The European Heart Journal: Acute Cardiovascular Care is the official journal of the Acute Cardiovascular Care Association (ACCA) of the European Society of Cardiology (ESC). The European Heart Journal: Acute Cardiovascular Care aims to publish the highest quality material, both clinical and scientific, on all aspects of acute cardiac care such as acute coronary syndromes, cardiogenic shock, cardiac arrest, cardiac arrhythmias and acute heart failure. It offers a unique integrative approach combining the expertise of the different subspecialties of cardiology, emergency and intensive care medicine in the management of patients with acute cardiovascular syndromes. The journal includes articles which discuss interdisciplinary daily clinical practice, with space also dedicated to educational materials such as reviews, clinical case discussions, practical tips & tricks, how-to articles.

Readership profile: Cardiologists actively involved in the diagnosis and management of acute

Journal Statistics

Volume: 7
Ranking: 10/78 in Critical Care and Intensive Care Medicine, 59/337 in Cardiology and Cardiovascular Medicine (SJR)

Print
Circulation: 141
Frequency: The journal is published 8 times per year.

Online - journals.sagepub.com/home/acc
Average Monthly Page Views: 12,743*
Average Monthly Unique Visitors: 5,099
e-Toc registrants: 319

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

Print Geographical Distribution
UK: 3%
Europe: 79%
ROW: 17%

Online Geographical Distribution
UK: 6%
Europe: 31%
Asia: 26%
ROW: 15%
US: 23%

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>February*</td>
<td>13 November 2017</td>
<td>20 November 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>March</td>
<td>15 January 2018</td>
<td>22 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>April*</td>
<td>12 February 2018</td>
<td>19 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>June</td>
<td>09 April 2018</td>
<td>16 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>August*</td>
<td>11 June 2018</td>
<td>18 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>September</td>
<td>09 July 2018</td>
<td>16 July 2018</td>
<td>01 September 2018</td>
</tr>
<tr>
<td>October</td>
<td>13 August 2018</td>
<td>20 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>December</td>
<td>06 October 2018</td>
<td>15 October 2018</td>
<td>01 December 2018</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:

Colour 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>£1,457</td>
<td>£1,328</td>
<td>£1,218</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,722</td>
<td>£1,592</td>
<td>£1,463</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,649</td>
<td>£1,525</td>
<td>£1,401</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,576</td>
<td>£1,458</td>
<td>£1,340</td>
</tr>
<tr>
<td>Half Page</td>
<td>£788</td>
<td>£728</td>
<td>£670</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,913</td>
<td>£2,655</td>
<td>£2,437</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>£329</td>
<td>£361</td>
<td>£389</td>
</tr>
</tbody>
</table>
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

### 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**

- **Bleed**
  - Full Page: 286mm (h) x 216mm (w)
  - Half Page: 280mm (h) x 210mm (w)
  - Full page, type area: 250mm (h) x 180mm (w)
  - Half page, trim size: 240mm (h) x 170mm (w)
  - Full page, trim size: 250mm (h) x 190mm (w)

**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

**European Journal of Cardiovascular Nursing**

journals.sagepub.com/home/cnu

**European Journal of Preventive Cardiology**

journals.sagepub.com/home/cpr

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**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

### 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.

### Contact Details

**Publisher:**

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

**For all advertising, reprint and supplement sales:**

Elisabetta Palanghi Sheffield
Commercial Sales Account Manager
Tel: +44 (0) 207 324 8752
Email: elisabetta.sheffield@sagepub.co.uk

**For artwork submission:**

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk