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: 11
- Abstract/Indexing: PubMed Central
- Circulation: 766
- Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/sel
- Average Monthly Page views: 4,337*
- Average Monthly Unique Visitors: 1,837
- e-Toc registrants: 234

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

Print Geographical Distribution
- UK: 96%
- ROW: 2%
- Europe: 2%

Online Geographical Distribution
- ROW: 15%
- Asia: 18%
- Europe: 19%
- UK: 22%
- US/Canada: 24%

Advertising Rates & Information - 2019

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>20 November 2018</td>
<td>27 November 2018</td>
<td>01 February 2019</td>
</tr>
<tr>
<td>April</td>
<td>23 January 2019</td>
<td>30 January 2019</td>
<td>01 April 2019</td>
</tr>
<tr>
<td>June*</td>
<td>23 March 2019</td>
<td>30 March 2019</td>
<td>01 June 2019</td>
</tr>
<tr>
<td>August</td>
<td>23 May 2019</td>
<td>30 May 2019</td>
<td>01 August 2019</td>
</tr>
<tr>
<td>October</td>
<td>20 July 2019</td>
<td>27 July 2019</td>
<td>01 October 2019</td>
</tr>
<tr>
<td>December</td>
<td>20 September 2019</td>
<td>27 September 2019</td>
<td>01 December 2019</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- June issue: BESS meeting 2019

Print advertising rates – 2019:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Colour</td>
<td>£1,457</td>
<td>£1,328</td>
<td>£1,093</td>
</tr>
<tr>
<td></td>
<td>Black and White</td>
<td>£732</td>
<td>£696</td>
<td>£656</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>Colour</td>
<td>£1,687</td>
<td>£1,527</td>
<td>£1,311</td>
</tr>
<tr>
<td></td>
<td>Black and White</td>
<td>£2,549</td>
<td>£2,323</td>
<td>£1,912</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Colour</td>
<td>£1,602</td>
<td>£1,460</td>
<td>£1,202</td>
</tr>
<tr>
<td></td>
<td>Black and White</td>
<td>£5,300</td>
<td>£4,392</td>
<td>£3,147</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Colour</td>
<td>£1,530</td>
<td>£1,392</td>
<td>£1,147</td>
</tr>
<tr>
<td></td>
<td>Black and White</td>
<td>£2,549</td>
<td>£2,323</td>
<td>£1,912</td>
</tr>
<tr>
<td>Half Page</td>
<td>Colour</td>
<td>£710</td>
<td>£676</td>
<td>£656</td>
</tr>
<tr>
<td></td>
<td>Black and White</td>
<td>£437</td>
<td>£415</td>
<td>£382</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

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

Mechanical requirements for print advertisements

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed 286mm (h) x 216mm (w)</td>
<td>Horizontal, Type Area 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area 250mm (h) x 180mm (w)</td>
<td>Vertical, Type Area 250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Trim Area 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.

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 a 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.

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

Online Advertising

A: 728x90 Leaderboard
B: 300x250 Banner Ad
C: various options

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,
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Email: manuela.brun@sagepub.co.uk

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