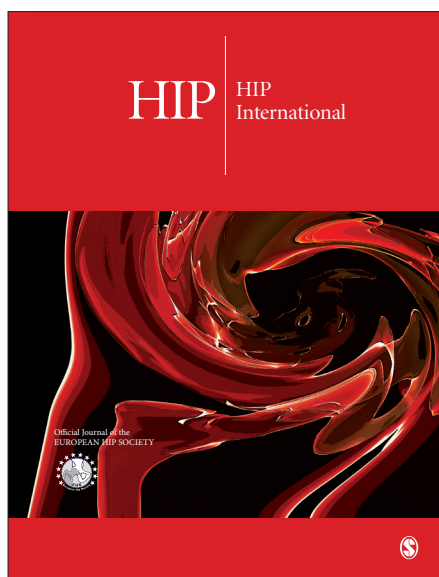


Advertising Rates And Specifications - 2019



Editor: **Mr Richard P. Baker**, North Bristol NHS Trust; Avon Orthopaedic Centre, UK & **Prof. Theofilos S. Karachalios**, University of Thessalia, Greece

HIP International is the official journal of the European Hip Society. It is the only international, peer-reviewed, bi-monthly journal dedicated to diseases of the hip. **HIP International** considers contributions relating to hip surgery, traumatology of the hip, prosthetic surgery, biomechanics, and basic sciences relating to the hip. **HIP International** invites reviews from leading specialists with the aim of informing its readers of current evidence-based best practice.

The journal also publishes supplements containing proceedings of symposia, special meetings or articles of special educational merit.

HIP International is divided into six independent sections led by editors of the highest scientific merit. These sections are:

- Primary and Revision Hip Arthroplasty
- Biomechanics
- Traumatology
- Paediatrics
- Biomaterials
- Conservative Hip Surgery

Readership profile: Orthopaedic and Trauma Surgeons, Orthopaedic Physicians Academics, Consultants, Researchers and Health Professionals

Journal Statistics

Volume: 29

Impact Factor: 1.276

Rating: 50/77 in Orthopedics

Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

Print

Circulation: 364

Frequency: 6 times per year

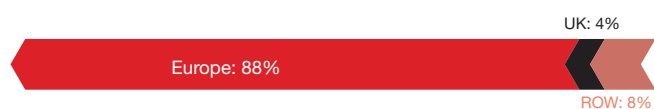
Online - journals.sagepub.com/home/hpi

Average Monthly Page views: 10,672*

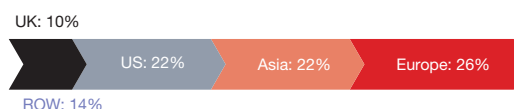
Average Monthly Unique Visitors: 4025

e-Toc registrants: TBC

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Booking Deadline	Copy Due	Publication Date
January	07 November 2018	14 November 2018	01 January 2019
March	28 December 2018	07 January 2019	01 March 2019
May	04 March 2019	11 March 2019	01 May 2019
July	28th April 2019	06 May 2019	01 July 2019
September	02 July 2019	09 July 2019	01 September 2019
November	02 September 2019	09 September 2019	01 November 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x	9x
Full Page	£1,506	£1,394	£1,279	£1,152
Outside Back Cover	£1,808	£1,672	£1,536	£1,382
Inside Front Cover	£1,731	£1,602	£1,471	£1,323
Inside Back Cover	£1,654	£1,531	£1,407	£1,266
Half Page	£827	£764	£703	£633
Double Spread	£2,636	£2,440	£2,239	£2,015

Black and White Rates

Frequency	1x	3x	6x	9x
Full Page	£975	£904	£828	£745
Half Page	£639	£627	£610	£549

*Bonus Distribution:

March Issue - 20th EFORT Congress (European Federation of National Associations of Orthopaedics & Traumatology) Lisbon, Portugal, June 2019

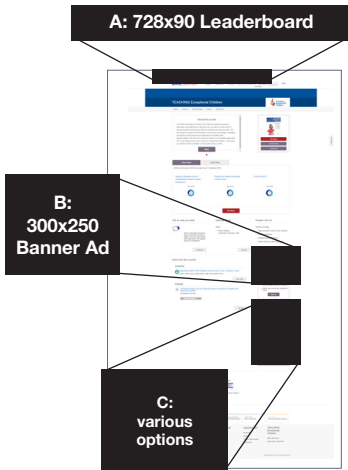
Other Promotional Opportunities

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

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)

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.

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

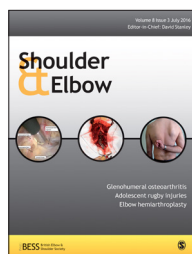
Agency commission 10%

Related Journals



The Journal of Hand Surgery (European Volume)

journals.sagepub.com/home/jhs



Shoulder & Elbow

journals.sagepub.com/home/sel



Journal of Orthopaedic Surgery

journals.sagepub.com/home/osj

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