

# Advertising Rates And Specifications - 2018



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

**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: 11

Circulation: 11,621

Frequency: The journal is published 12 times per year.

### Online - [journals.sagepub.com/home/ino](http://journals.sagepub.com/home/ino)

Average Monthly Page views: 17,325

Average Monthly Unique Visitors: 6,712

e-Toc registrants: 228

\*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 - 2018/19

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
September 18	13 July 2018	20 July 2018	01 September 2018
October 18	17 August 2018	24 August 2018	02 October 2018
November 18	14 September 2018	21 September 2018	01 November 2018
December 18	19 October 2018	26 October 2018	01 December 2018
January 19	09 November 2018	16 November 2018	02 January 2019
February 19	12 December 2018	19 December 2018	03 February 2019
March 19	18 January 2019	25 January 2019	03 March 2019

### Print advertising rates – 2018:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,506	£1,390	£1,277
Outside Back Cover	£1,808	£1,673	£1,537
Inside Front Cover	£1,732	£1,602	£1,472
Inside Back Cover	£1,654	£1,530	£1,406
Half Page	£827	£765	£703
Double Spread	£2,635	£2,432	£2,235

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£976	£903	£829

## Other Promotional Opportunities

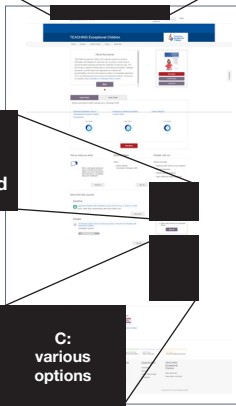
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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

**A: 728x90 Leaderboard**



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	Half Page
Full page, bleed 286mm (h) x 222 mm (w)	Horizontal 120mm (h) x 180mm (w)
Full page, trim size 280mm (h) x 216mm (w)	Horizontal, Trim Area 140mm (h) x 210mm (w)
Full page, type area 250mm (h) x 180mm (w)	Vertical 250mm (h) x 85mm (w)
	Vertical, Trim Area 280mm (h) x 105mm (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  
[journals.sagepub.com/home/jrs](http://journals.sagepub.com/home/jrs)

## Contact Details

**Publisher:**  
 Lansdowne Publishing Partnership Ltd, 11 School House, 2nd Avenue,  
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For all advertising, reprint and supplement sales:  
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