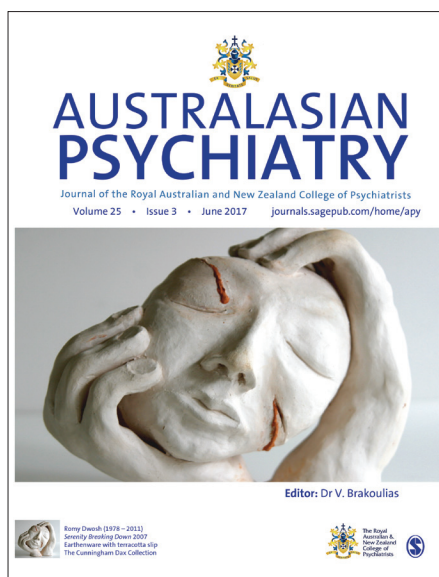


Advertising Rates And Specifications - 2018



Editor: **Vlasios Brakoulias**, *The University of Sydney, Australia*

Australasian Psychiatry is the bi-monthly journal of The Royal Australian and New Zealand College of Psychiatrists (RANZCP) that aims to promote the art of psychiatry and its maintenance of excellence in practice in Australia and throughout the world.

Readership profile: psychiatrists and mental health professionals

Journal Statistics

Volume: 26

ISI 2016 Impact Factor: 0.829

Ranking: 115/139 in Psychiatry (SSCI)
125/142 in Psychiatry (SCI)

Source: 2016 Journal Citation Reports®
(Clarivate Analytics, 2017)

Print

Circulation: 5,488

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/apy

Average Monthly Page Views: 15,436*

Average Monthly Unique Visitors: 7,250*

e-Toc registrants: 588

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2018

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February	04 December 2017	11 December 2017	01 February 2018
April	05 February 2018	12 February 2018	01 April 2018
June	02 April 2018	09 April 2018	01 June 2018
August	04 June 2018	11 June 2018	01 August 2018
October	06 August 2018	13 August 2018	01 October 2018
December	01 October 2018	08 October 2018	01 December 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.

Print advertising rates – 2018:

Frequency

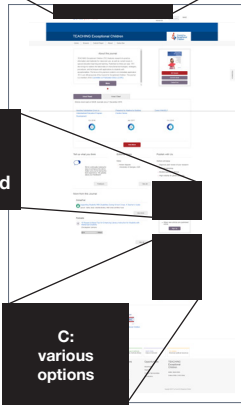
Colour	1x	3x	6x	12x
Full Page	\$4,499	\$4,388	\$4,268	\$2,524
Half Page	\$2,309	\$2,249	\$2,190	\$1,471
Double Spread	\$7,873	\$7,680	\$7,469	\$4,420
Cover positions	1x	3x	6x	12x
Outside Back Cover	\$5,916	\$5,762	\$5,618	\$3,155
Inside Front Cover	\$5,388	\$5,254	\$5,116	\$3,029
Inside Back Cover	\$5,388	\$5,254	\$5,116	\$2,900
Black and white	1x	3x	6x	12x
Full Page	\$2,215	\$2,155	\$2,105	\$1,638
Half Page	\$1,366	\$1,333	\$1,298	\$948

Online Advertising

A: 728x90 Leaderboard

B: 300x250 Banner Ad

C: various options



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
281mm (h) x 216mm (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%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

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