

Advertising Rates And Specifications - 2020



Editor: **Dr Arasu Rayen**, *British Pain Society*

Pain News is the official newsletter of the British Pain Society. It represents the wider views of more than 1700 members of the Society from various disciplines in Pain Management. It includes recent news in the field of pain management as well as the professional perspectives of our members.

All the healthcare professionals involved in pain management and patients actively contribute to this newsletter. It is widely read and is published four times a year. **Pain News** fulfils the aims to the Society by advancing the understanding and management of pain for the benefit of patients.

Readership profile: medical pain specialists, nurses, physiotherapists, scientists, psychologists, psychiatrists, general practitioners, occupational therapists and other professionals actively engaged in the diagnosis and treatment of pain and in pain research for the benefit of patients

Journal Statistics

Print

Volume: 18

Circulation: 1, 145

Frequency: The journal is published 4 times per year.

Print Geographical Distribution

ROW: 4%

UK: 96%

Advertising Rates & Information - 2020

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
March	09-Jan-20	16-Jan-20	01-Mar-20
June	10-Apr-20	18-Apr-20	01-Jun-20
September	10-Jul-20	17-Jul-20	01-Sep-20
December	09-Oct-20	16-Oct-20	01-Dec-20

Print advertising rates:

Colour Rates

Frequency	1x	2x	4x
Full Page	£1,275	£1,180	£1,084
Outside Back Cover	£1,467	£1,357	£1,246
Inside Front Cover	£1,403	£1,298	£1,193
Inside Back Cover	£1,399	£1,238	£1,138
Half Page	£754	£696	£642
Double Spread	£2,232	£2,066	£1,897

Black and White Rates

Frequency	1x	2x	4x
Full Page	£754	£696	£642
Half Page	£452	£418	£385

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.

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)

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.

Agency commission 10%

Related Journals



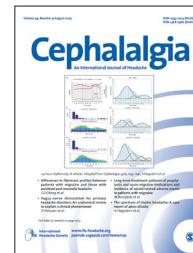
British Journal of Pain

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Palliative Medicine

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Cephalgia

journals.sagepub.com/home/cep

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