The British Journal of Pain is the official journal of the British Pain Society. It provides scientists and clinicians in pain medicine with peer-reviewed review articles and expert opinions on all aspects of pain management from basic science to its clinical application including pain physiology, pharmacology and interventions.

This journal provides content of multidisciplinary interest and reviews and forecasts important issues and trends in the management of acute and chronic pain.

Advertising Rates & Information - 2015

Print

Volume: 9
Circulation: 1,500
Frequency: The journal is published 4 times per year.

Print Geographical Distribution

UK ONLY

Online - bjp.sagepub.com

Average Monthly Page views: 13,000
Average Monthly Unique Visitors: 5,000
e-Toc registrants: 413

Print advertising rates – 2015:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tr>
<td>Full Page</td>
<td></td>
<td>£1,133</td>
<td>£1,049</td>
<td>£963</td>
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<tr>
<td>Outside Back Cover</td>
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<td>£1,303</td>
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<td></td>
<td>£1,190</td>
<td>£1,100</td>
<td>£1,011</td>
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<tr>
<td>Half Page</td>
<td></td>
<td>£670</td>
<td>£619</td>
<td>£570</td>
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<tr>
<td>Double Spread</td>
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<td>£1,983</td>
<td>£1,836</td>
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Black and white rates

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<tbody>
<tr>
<td>Full page</td>
<td>£670</td>
<td>£619</td>
<td>£570</td>
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<tr>
<td>Half Page</td>
<td>£402</td>
<td>£372</td>
<td>£342</td>
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Bonus Distribution

- February issue: British Pain Society’s 2015 Annual Scientific Meeting 21 - 23 April (Glasgow)
- May issue: 14th World Congress of the European Association of Palliative Care, 8-10 May (Denmark)
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

Available locations/sizes:

- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £46 per 1,000 impressions, with a minimum of £460 /10,000 impressions per booking.

- Banner advertising may be available across multiple publications.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

Mechanical requirements for print advertisements

Full Page
- Full page, bleed 286mm x 216mm
- Full page, trim size 280mm x 210mm
- Full page, type area 250mm x 180mm

Half Page
- Horizontal, Type Area 120mm x 180mm
- Horizontal, Trim Area 140mm x 210mm
- Vertical, Type Area 250mm x 85mm
- Vertical, Trim Area 280mm x105mm

Double Spread

Double page spreads need to be supplies 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.

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.

Related Journals

Pain News
britishpainsociety.org

Palliative Medicine
pmj.sagepub.com

Contact Details

Publisher:
SAGE Publications Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
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