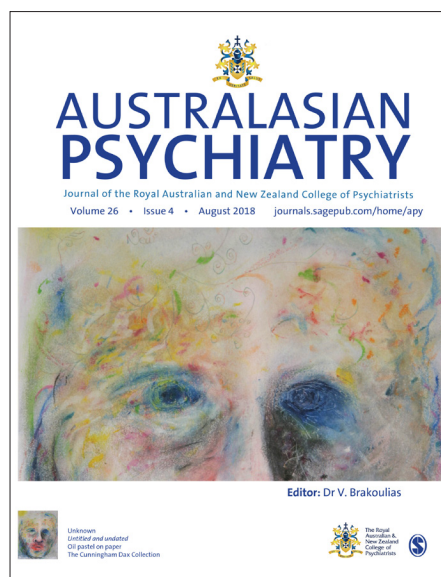


Advertising Rates And Specifications - 2019



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. Australasian Psychiatry provides a forum for the exchange of information and ideas about significant research and other development in psychiatry. Australasian Psychiatry comprises peer-reviewed research articles, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and proceedings of workshops and conferences.

Readership profile: psychiatrists and mental health professionals

Journal Statistics

Volume: 27

2017 Impact Factor: 0.944

2017 Ranking: 120/142 in Psychiatry (SCI) | 115/142 in Psychiatry (SSCI)

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

Print

Circulation: TBC

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/apy

Average Monthly Page Views: 27,800*

Average Monthly Unique Visitors: 10,389*

e-Toc registrants: 6,289

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

Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February	04 December 2018	11 December 2018	01 February 2019
April	05 February 2019	12 February 2019	01 April 2019
June	02 April 2019	09 April 2019	01 June 2019
August	04 June 2019	11 June 2019	01 August 2019
October	06 August 2019	13 August 2019	01 October 2019
December	01 October 2019	08 October 2019	01 December 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.

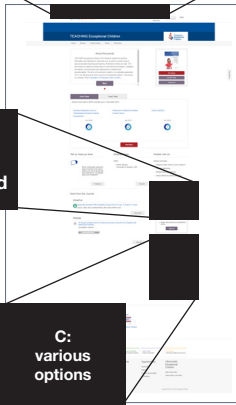
Print advertising rates – 2019:

Frequency

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

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

Full page, bleed
281 mm (h) x 216mm (w)
Full page, trim size
275mm (h) x 210mm (w)
Full page, type area
250mm (h) x 180mm (w)

Half Page

Type Area
137.5 mm (h) x 210 mm (w)
With bleed
143.5 mm (h) x 216 mm (w)
Half Page Vertical
Type Area
275 mm (h) x 105 mm (w)
With bleed
281 mm (h) x 111 mm (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:

Manuela Genauzeau Brun
Commercial Sales Account Manager
Tel: +44 (0)207 324 8523
Email: manuela.brun@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk