

2024 Media Kit

Advertising and marketing solutions that align your brand with world-class content that engages, informs, and drives growth.



Digital Advertising Solutions

Whether alone or in conjunction with print solutions, Sage's robust collection of digital solutions extends your footprint in high-volume online channels.

Online Banner Advertising

Expand the reach of your promotions by integrating eye-catching banners on Sage digital properties. Geo-targeting and website linking help hone your message, while web analytics show impact and ROI.

Standard		
Banner Type	Banner Size	Average Click-Through Rate
Leaderboard	728x90	.07%
Medium Rectangle	300x250	.09%
Skyscraper	160x600	.02%
Wide Skyscraper	300x600	.02%



Retargeting

Maximize your digital campaign's reach, frequency and ROI by leveraging proprietary first-party data collected from Sage journal sites' visitors. Data is captured when a user visits a Sage journal site and sees your ad. When the user leaves the site to browse the internet, your ad is displayed on the other reputable sites they visit within the Google network.

High Impact Banner Advertising

Enhance your web banners with rich media features and options:

- **Interstitials**—a pop-up banner that appears when a visitor to a journal site page navigates to another page on the site.
- **Stickies**—a fixed banner that stays visible when the user scrolls up or down on the page.
- **Expandables**—a banner that start small and grows larger within a standard space.

Banner Type	Banner Size	Average Click-Through Rate
Sticky Leaderboard	728x90	0.29%
Interstitial pop-up	300 x 250 up to 700 x 700	2.32%
Expandable	300 x 250 / 160 x 600 / 300 x 600	.09%
Expandable Leaderboard	728 x 90	.14%
Sticky Top Medium Rectangle	300 x 250	.91%

Channel Buys

Rotate your banner ad across numerous journal websites within a specific channel, making the most of Sage's reach into key therapeutic areas and specialties to reach a broad mix of health care professionals.

Digital Advertising Solutions

eArticle Advertising

Sage is a market leader for in-article ad sponsorships, with the largest digital space available to connect to readers at the point of consumption rather than the point of search.

Create multiple touchpoints that engage readers as they consume Sage content, boosting brand awareness and driving leads along the way. Place ads in PDFs or ePubs, choosing full-page cover and super leaderboard positions. This premium sponsorship

opportunity offers 100% exclusivity, high click-through rates, and measurable metrics.

A Full Page Cover Ad

- Cover page/beginning of the article in both PDF and ePub modes
- Last page/end of article in both PDF and ePub modes

B Super Leaderboard Ad

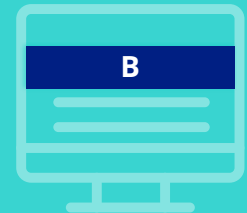
- Cover page/beginning and/or end of article
- Between page breaks
- Dynamic, appearing at the next page break when the user returns to an article to continue reading

eArticle CTRs are as high as

6.25%



The ad will appear as the first page of every article



The ad will appear in between article pages

Emails

Cost-efficient and effective, emails target key populations with relevant messaging and appropriate calls-to-action. This option can feature access to sponsored article collections, list matching, and re-sends to non-openers.

- **Email Alerts** reach audiences from around the world who have registered to receive alerts from their favorite journals.
- **Custom eBlasts** enable you to target a specific number of journal readers, so it's easy to meet your objectives and budget. Custom emails can be entirely dedicated to sponsor content or they can contain curated content with a special sponsor section.

Sage emails get noticed!

28%

Average open rate

4.12%

Average click-to-open rate

Content Sponsorships

Leverage Sage's peer-reviewed content to foster credibility and trust. Choose print and digital opportunities to engage target audiences and strengthen your brand.

61%

of HCP that were exposed to Reprints of Journal Articles feel they are an effective education tool.

(Kantar Sources and Interactions, 2021)

Reprints

Access high quality content from a renowned library of 1,000 peer-reviewed journals and deliver it to your audience at any time. Cost-effective customization options include:

- Logo and/or product code
- Advertisements
- Translations
- Shrink-wrapping
- Full-color cover options

ePrints

Leverage electronic versions of select articles that can be distributed to, viewed, and downloaded by multiple users to support events, product launches, research releases, and other timely marketing strategies. Maximize impact by sharing ePrints on websites, conference materials, emails, and social media. Metrics can be provided.

Supplements

Use peer-reviewed journal supplements as a credible, objective means to publish themed articles on topics related to your brand. Supplements are mailed with the regular issues of the journal and appear on the journal website. Continuing Education components may be included to add even greater value to readers.

Translated Editions

Speak to readers in their own language by enlisting Sage's translation services team to translate journals into a variety of languages.

Sponsored Subscriptions

Enhance your role as an educational partner in key market segments by sponsoring a full-year print subscription of a Sage-owned or Society-published journal. Sponsors are recognized with a sponsor-specific communication that is poly-bagged with the first issue, with ongoing recognition on each cover issue throughout the year. The subscription package includes printing/mailing the selected journal to your subscription list for one year.

Bulk Copies

Maximize the impact of your content by blanketing conferences and other events with bulk copies of your supplements. Conference attendees are a highly-engaged captive audience who find great value in consuming supplement content both during and after events.

eAccess Links

Give customers immediate access to articles online through e-access links posted on your website or in promotional emails. Connect to the article you specify on the journal's website, with unlimited access for either six months or one year.

Content Sponsorships



Podcast Sponsorship

Choose from custom and pre-roll sponsorship:

- **Custom Podcast Episode Sponsorship** aligns your brand with Sage's content in your area of interest. The custom package guarantees exclusivity and includes:
 - Sponsor audio introduction and
 - Acknowledgement in pre- and post-show promotions and within the podcast
 - Promotional banner ad campaign
- **Pre-Roll Podcast Sponsorship** offers a 15-second sponsor-provided promotional message that is run at the start of all podcasts in a one-month period.

Webinar Sponsorship

Sage offers a turnkey marketing solution for webinars--managing the following:

- Production
- Promotion
 - Advertising
 - Cross-channel retargeting
 - Email
- Registration
- Hosting
- Data Capture for Lead Generation

Microsites

Support your organization's leadership role by partnering with Sage to create a destination website that showcases topical content and your brand.

Microsites are effective tools that establish and maintain brands, launch new products, and generate leads. Sage's microsite package includes:

- Relevant content from all Sage journals
- Featured Open Access articles
- Featured Restricted Access articles (journal subscribers only)
- "About the Sponsor" section, with links to sponsor content
- Leaderboard banner, relevant news feed, conference calendar

Electronic Bonus Distribution

Gain direct access to conference attendees and society members via a digital edition of a journal's conference issue. The Electronic Bonus Distribution package features:

- Exclusive sponsorship of the Electronic Bonus Distribution email alert sent to conference attendees and society members
- Premium ad placement on the digital version of journal's conference issue

65%

of respondents of a recent survey said they give more credence to peer reviews, user-generated content, and third-party publications/analysts vs. company-generated content.

www.searchenginejournal.com/content-marketing-statistics/

Digital Extenders

Deepen the impact and increase visibility of your content to attract and engage readers.

Infographics

Deliver critical information at-a-glance with engaging infographics that enrich your manuscripts. Infographics are ideal for reinforcing core concepts, simplifying complex content and summarizing key research findings.



On average, articles with infographics are **read 4.6x more** often than those without

On average, articles with infographics **receive altmetrics scores** that are **3x higher than** those without

Videos

Enhance your narratives with video abstracts that boost engagement. Working with Sage takes the hassle out of video production and yields a 2-3 minute video asset that's ideal for sharing on social media or in presentations. The video package features a support kit that includes a video script and audio file.



On average, articles with video summaries are **read 3x often** than those without

On average, articles with video summaries **receive altmetrics scores** that are **6.8x higher** than those without

Plain-Language Summaries

Broaden the audience for your articles with plain-language summaries that make content more accessible for learners. Written by article authors and peer-reviewed concurrently with the article by a PLS reviewer, plain language summaries are published as additions to articles, with open access for all.



On average, articles with plain language summaries are **read 3x more** often than those without

On average, articles with plain-language summaries **receive altmetrics scores** that are **3.5x higher** than those without

Plain Language Summaries of Publications (PLS-Ps)

Deepen your commitment to accessibility with plain-language summaries of publications. Available for key Sage journals, PLS-Ps are complete, stand-alone, peer-reviewed articles written in non-technical language. PLS-Ps may summarize any article, including existing articles from other publishers, and have their own DOI, making them taggable and fully citable for databases and searches.

- Written by the authors of the original publication; or relevant subject matter experts
- Considered an Acceptable Secondary Publication in the ICMJE guidelines
- Downloadable at no cost by any reader under a Creative Commons Open Access license

Print Advertising Solutions

Leverage a range of highly-effective print marketing solutions to spotlight your brand to decision-makers and influencers in key specialty areas.

Standard

Affordable and cost-effective, ads are available in, full-page, half-page, and quarter page (horizontal or vertical) options.



Full page ad



Half page ad



Quarter page ad

High Impact Solutions

Amp up your brand's visibility with unique, high-visibility options that leverage valued Sage print publications to promote your brand, products, and services:



Inserts and Cover Tips—embed your message directly into the publication with a range of cost-effective options such as bound or loose inserts, gatefolds, tip-ins, and cover wraps.



Outserts—package reprints, conference abstracts, whitepapers and more with a journal in a polybag to maximize visibility and efficiency. Outserts offer guaranteed exclusivity—only one sponsor per issue!



Belly Band—wrap your message around a publication so it's the first thing readers see.

Premium Placements

Maximize the impact of your display ads by securing premium placements in the most visible locations within Sage publications, including the front cover, back cover, and opposite the table of contents.

Recruitment Advertising

Reach top candidates from across the globe with recruitment advertising. Options such as full-page ads, banner ads, and email blasts enable you to find quality resources to meet your needs.

91%
of physicians access
content from
medical journals via
print editions

*Kantar Sources & Interactions 2019,
Medical/Surgical Edition*

Let's get started!

Sage is ready to help with print and digital solutions that maximize the reach and impact of your brand and your messaging to the targets that matter the most to you.

Sage is an independent global academic publisher of books, journals, and a growing suite of library products and services. We publish more than 1,000 journal titles on behalf of 400 societies, as well as 600 new books a year, with topics spanning clinical medicine, allied health, and physical and social sciences. Our portfolio of digital and print marketing solutions help organizations both engage with readers and connect to key decision-makers and influencers. A true independent publisher, Sage is free to create innovative long-term solutions and build lasting partnerships to provide customized solutions that meet customer needs and preferences.

Connect with a Sage representative today to learn more:

advertising.sagepub.com

