

ADVERTISING RATES & SPECIFICATIONS - 2024



EDITOR-IN-CHIEF: Graham RV Hughes, Head of London Lupus Centre

DESCRIPTION: The only international journal devoted exclusively to lupus (and related disease) research. Lupus includes the most promising new clinical and laboratory-based studies from leading specialists in all lupus-related disciplines.

Invaluable reading, with extended coverage, lupus-related disciplines include: Rheumatology, Dermatology, Immunology, Obstetrics, Psychiatry and Cardiovascular Research. Leading international specialists present their findings on Lupus, in one outstanding reference.

READERSHIP PROFILE: Professionals and practitioners within lupus-related disciplines in rheumatology, dermatology, immunology, obstetrics, psychiatry, cardiovascular research.

IMPACT FACTOR:

• 2.9

RANKING:

• Rheumatology (SCIE)
25 out of 34

PRINT:

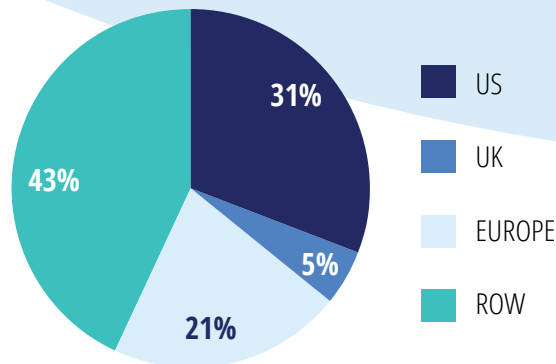
• Frequency: 14

ONLINE:

• Average Monthly Visitors 19,474
• Average Monthly Pageviews 36,398



ONLINE GEOGRAPHICAL DISTRIBUTION



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ADVERTISING RATES & INFORMATION

CLOSING DATES

| ISSUE MONTH | SPACE RESERVATIONS | COPY DEADLINE | MAIL DATE |
|-------------|--------------------|-------------------|------------------|
| JANUARY | 4 NOVEMBER 2023 | 11 NOVEMBER 2023 | 3 JANUARY 2024 |
| FEBRUARY | 6 DECEMBER 2023 | 13 DECEMBER 2023 | 1 FEBRUARY 2024 |
| MARCH | 6 JANUARY 2024 | 13 JANUARY 2024 | 1 MARCH 2024 |
| APRIL | 3 FEBRUARY 2024 | 10 FEBRUARY 2024 | 3 APRIL 2024 |
| APRIL | 24 FEBRUARY 2024 | 2 MARCH 2024 | 3 APRIL 2024 |
| MAY | 9 MARCH 2024 | 16 MARCH 2024 | 1 MAY 2024 |
| JUNE | 31 MARCH 2024 | 6 APRIL 2024 | 1 JUNE 2024 |
| JULY | 4 MAY 2024 | 11 MAY 2024 | 3 JULY 2024 |
| AUGUST | 1 JUNE 2024 | 8 JUNE 2024 | 1 AUGUST 2024 |
| SEPTEMBER | 6 JULY 2024 | 13 JULY 2024 | 1 SEPTEMBER 2024 |
| OCTOBER | 4 AUGUST 2024 | 11 AUGUST 2024 | 2 OCTOBER 2024 |
| OCTOBER | 18 AUGUST 2024 | 25 AUGUST 2024 | 2 OCTOBER 2024 |
| NOVEMBER | 7 SEPTEMBER 2024 | 14 SEPTEMBER 2024 | 1 NOVEMBER 2024 |
| DECEMBER | 5 OCTOBER 2024 | 12 OCTOBER 2024 | 1 DECEMBER 2024 |

FULL COLOR RATES

| COLOR | 1 INSERTION | 3 INSERTIONS | 6 INSERTIONS |
|----------------------|-------------|--------------|--------------|
| • FULL PAGE | £1,352 | £1,252 | £1,151 |
| • OUTSIDE BACK COVER | £1,556 | £1,439 | £1,321 |
| • INSIDE FRONT COVER | £1,487 | £1,377 | £1,266 |
| • INSIDE BACK COVER | £1,420 | £1,313 | £1,207 |
| • HALF PAGE | £800 | £740 | £681 |
| • DOUBLE SPREAD | £2,706 | £2,505 | £2,300 |

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 10%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

BANNER ADVERTISING

• STANDARD

Minimum of 10K impressions per month

Geotargeting is available £65

| | | |
|-----------------|--------------|------------|
| LEADERBOARD | 728 X 90 px | £55 |
| SKYSCRAPER | 160 X 600 px | £55 |
| BOX | 300 X 250 px | £55 |
| WIDE SKYSCRAPER | 300 X 600 px | £55 |

• INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

All prices are gross CPM unless otherwise noted. Minimums may apply. Additional costs may apply to high-impact banners.

eBLASTS

Email Alerts

728 X 90 px

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Sponsored Emails

Custom HTML

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eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD

Recommended size is 1237 x 250
Smaller banner sizes can be accepted but will not display optimally.

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

FULL PAGE PDF

1237 X 1631 px

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



▲
Digital
Advertising
Examples

MECHANICAL REQUIREMENTS

| FULL PAGE | | HALF PAGE | |
|----------------------|-----------------------|-----------------------|-----------------------|
| FULL PAGE, BLEED | 286MM (H) X 216MM (W) | HORIZONTAL, TYPE AREA | 120MM (H) X 180MM (W) |
| FULL PAGE, TRIM SIZE | 280MM (H) X 210MM (W) | HORIZONTAL, TRIM AREA | 140MM (H) X 210MM (W) |
| FULL PAGE, TYPE AREA | 250MM (H) X 180MM (W) | VERTICAL, TYPE AREA | 250MM (H) X 85MM (W) |
| | | VERTICAL, TRIM AREA | 280MM (H) X 105MM (W) |

FOR ARTWORK SUBMISSION:

UK Advertising

Email: ukadvertising@sagepub.co.uk

• BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES

