

2026 Media Kit

Our journals deliver powerful marketing solutions for your brand with opportunities to tell your brands story at every stage of the marketing cycle, whether you need impactful brand awareness, engaging educational content, or to drive highly qualified leads.

Mary Ann Liebert
A Part of Sage



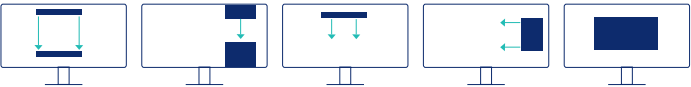
Digital Advertising Solutions

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
Leaderboard	728x90
Persistent Footer	728x90
Top Medium Rectangle	300x250
Bottom Medium Rectangle	300x250
Bottom Wide Skyscraper	160x600
Bottom Monster MPU	300x600



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.

82%

of physicians have noticed advertising for a medical product, procedure, or treatment on a medical journal website

Kantar Sources & Interactions 2025

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
Sticky Leaderboard	728x90
Interstitial	300x250 up to 700x700
Expandable	300x250/160x600/ 300 x 600
Expandable Leaderboard	728x90
Sticky Top Medium Rectangle	300x250

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.

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.

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

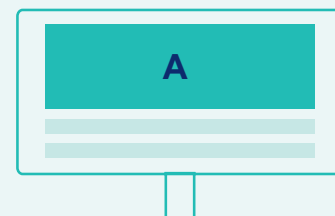
driving leads along the way. Place ads in PDFs or eBooks, choosing full-page cover or super leaderboard positions. This premium sponsorship opportunity offers 100% exclusivity, high click-through rates, and measurable metrics.

A Full Page Cover Ad

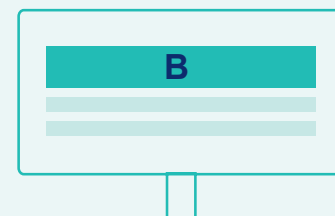
- Cover page/beginning of the article in both PDF and ePub modes
- Last page/end of article in both PDF and ePub modes

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



The ad will appear as the first page of every article



The ad will appear in between article pages

eArticle CTRs are as high as
5.95%

EBLASTS

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 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.

Emails get noticed!

Open rates as high as

29%

FEATURED PAPER ALERTS

High-visibility positioning alongside the Journal's hottest peer-reviewed articles delivered directly to engaged subscriber inboxes.

- Top Leaderboard spotlights your message as subscribers open each email
- Custom Content effectively captures attention, generates interest, and drives traffic directly to your website or your own lead-generating assets
- Fully optimized for on-the-go engagement

Actionable reporting includes open rate, CTR, and ad clicks/CTR

NEWSLETTERS

Keep your brand top-of-mind

- Deliver exclusive coverage of the latest trends, critical industry news, and research updates
- Reach deeply engaged readers with a demonstrated interest
- Fully custom, exclusively sponsored eNewsletter branded to your company and built from the ground up in close consultation with our expert team
- Focused on a targeted topic that aligns with your brand
- Engaging content combines current research developments,
- Exclusive sponsorship across multiple deployments ensures you dominate the field to spotlight your message
- Actionable reporting includes newsletter open rate, newsletter CTR, and ad clicks/CTR

Content Sponsorships

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

SUPPLEMENTS



Publish research supporting your business in a peer-reviewed supplement developed in close consultation with our editorial team.

- All content is peer-reviewed, indexed, and delivered as a standalone journal issue for maximum credibility and impact
- Engage our expert editors to recruit key authors and articles that highlight your expertise and support your goals
- Hosted in perpetuity to ensure long-term thought-leadership and engagement

VIRTUAL COLLECTIONS



- Build brand affinity with an expertly curated landing page of topic-specific, peer-reviewed articles
- Hosted on the Journal website with 12-month access
- Exclusive sponsorship showcases your company as an expert in a targeted topic area
- Custom-built landing page includes an introduction, journal articles that align with your topic, your company logo, and banner ads
- Add a custom Resource Center to drive qualified traffic to existing assets on your website

ROUNDTABLES



Stay top-of-mind and influence purchase decisions with a fully custom, moderated panel discussion with key opinion leaders on a targeted topic most relevant to your brand.

- Transcribed and delivered in print and digitally to our complete journal readership
- Independent, panel-style discussions facilitate educational dialogue and become an enduring piece for future knowledge exchange
- Content and speakers chosen and developed in close consultation with our expert team
- Turnkey editorial, transcription, and production management and execution
- Comprehensive marketing campaign promotes your Roundtable across email, web, and social
- Opportunity to extend distribution at relevant industry trade shows and events

SPONSORED SUBSCRIPTIONS



- Influence and interact with your target audience by delivering annual online journal subscriptions
- Fully custom target audience enables you to reach and influence future purchasers
- Develop deep mindshare by providing free online access to peer-reviewed content for 12 months
- Monthly email campaigns custom-branded to your company build long-term brand affinity and loyalty
- Receive actionable subscriber feedback via custom biannual subscriber surveys
- Enhance audience engagement with short videos, webinars, or questionnaires

Content Sponsorships

PODCASTS

Establish long-term education and influence.



Custom series of 3 or more episodes delivers information, debate, and analysis of your topic in a dynamic, on-demand format that can be listened to anywhere, anytime.

- Targeted topic and high-profile, thought-leader guests
- Sponsor-provided audio commercial or text at the beginning of every episode
- Dedicated project manager
- End-to-end recording, production, and distribution on all major podcast platforms
- 12-month on-demand access on the Journal Website
- Actionable reporting includes listens/downloads and listener demographics

WEBINARS

Convert high-quality leads with a highly engaging educational broadcast.



- Exclusively developed webinar tailored to a topic of your choice
- Up to 60-minute educational presentation with live Q&A
- Expert consultation, development, and event moderation
- KOL speaker recruitment
- Dedicated project manager
- End-to-end recording, production, broadcast, and hosting
- One custom in-event poll to gain market insight and
- 12-month on-demand access on the Journal Website
- MP4 file provided for use in your own campaigns
- Actionable reporting includes GDPR-compliant registration list, engagement statistics, Q&A transcript, and poll results Multichannel

EBOOKS

Highlight your brand and generate qualified sales leads.



- Custom digital publication showcases the critical importance and applications of your topic or technology
- Up to 40 pages, with two format options to choose from to best meet your needs:
- Combination of your native content and curated Journal articles
- Fully curated selection of Journal content
- Up to two high-impact advertising pages
- Prominent sponsor branding
- Expert consultation
- Dedicated project manager
- End-to-end design, composition, and hosting
- 12-month on-demand access on the Journal Website
- Actionable reporting includes GDPR-compliant registration list, pageviews, and engagement time

LEARNING LABS



- Generate sales-qualified leads through deep problem-solving discussion
- Exclusively developed interactive discussion tailored to a topic of your choice
- Up to 60-minute hands-on, moderated discussion with live Q&A
- Expert consultation, development, and event moderation
- KOL speaker recruitment
- Dedicated project manager
- End-to-end recording, production, broadcast, and hosting
- One custom in-event poll to gain additional market insight and further qualify leads
- 12-month on-demand access on the Journal Website
- MP4 file provided for use in your own campaigns
- Actionable reporting includes GDPR-compliant registration list, engagement statistics, Q&A transcript, and poll results

Content Sponsorships

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.

TRANSLATED EDITIONS



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

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.

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.

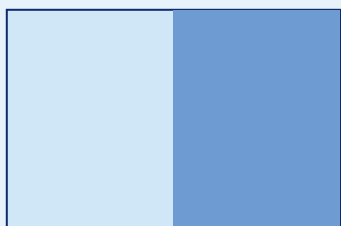
- Written by the authors of the original publication; or relevant subject matter experts
- Considered an Acceptable Secondary Publication in the ICMJE guidelines
- Downloadable at no cost by any reader under a Creative Commons Open Access license

Print Advertising Solutions

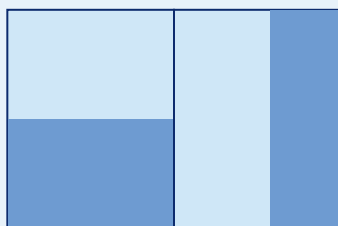
Leverage a range of highly-effective print marketing solutions to spotlight your brand to decision-makers and influencers in key specialty areas.

STANDARD

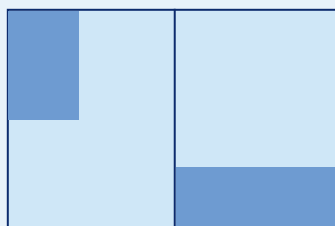
Affordable and cost-effective, ads are available in, full-page, half-page, and quarter page options.



Full page ad



Half page ad



Quarter page ad

PREMIUM PLACEMENTS

Maximize the impact of your display ads by securing premium placements in the most visible locations within Sage publications, including inside 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.

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—embed your message directly into the publication with a range of cost-effective options.



Outserts—package your promotional material, literature or educational content in the polybag of a journal issue to maximize visibility and efficiency. Outserts offer guaranteed exclusivity—only one sponsor per issue!



Cover Tips and Belly Bands—Be the first thing readers see when you embed your brand and message onto the front cover of a journal issue! Guaranteed exclusivity—only one sponsor per issue!

88%

of physicians are exposed to print versions of medical journals on a regular basis

Kantar Sources & Interactions 2021

Let's get started!

