

ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR: Michael W. Neumeister, MD, FRCSC, FACS, Southern Illinois University School of Medicine, Springfield, IL, USA

DESCRIPTION: HAND is the official journal of the American Association for Hand Surgery. The purpose of HAND is to provide an international peer-reviewed journal that combines multidisciplinary expertise from surgical, medical, hand therapy, and other health care professional specialties to advance the quality of care and health of patients with hand and upper extremity pathologies.

Since its founding in 1970, AAHS has brought together experts across disciplines to promote education, research, volunteerism, patient care, and innovation for advancement in the care of the hand. The Hand Association maintains a diverse membership comprised of hand surgeons, therapists, physician assistants, nurse practitioners, and researchers. Inclusion of all specialties and providers of hand care is a hallmark of the AAHS's mission and values, and has made the Hand Association a successful, welcoming community for hand professionals for a half century.

AFFILIATIONS: American Association for Hand Surgery (AAHS)

READERSHIP PROFILE: HAND is read by 1,500 AAHS members, including hand surgeons, orthopedic surgeons, plastic surgeons, general surgeons, microsurgeons, hand therapists, nurses, and researchers specializing in hand, wrist, peripheral nerve and upper extremity surgery and care.



IMPACT FACTOR:
1.8

RANKING:
Orthopedics
61 out of 136
Surgery
126 out of 292

FREQUENCY:
10

CIRCULATION:
1,289

**AVERAGE
MONTHLY
IMPRESSIONS**
87,328

**AVERAGE
MONTHLY
PAGEVIEWS:**
4,755

PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	\$3,316	\$3,100	\$2,897	\$2,810	\$2,644
• HALF PAGE	4 COLOR	\$2,879	\$2,842	\$2,621	\$2,547	\$2,405
• QUARTER PAGE	4 COLOR	\$2,178	\$2,153	\$2,018	\$1,975	\$1,889

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

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: 15%

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.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	14 NOVEMBER 2025	18 NOVEMBER 2025	28 NOVEMBER 2025
FEBRUARY	12 DECEMBER 2025	16 DECEMBER 2025	26 DECEMBER 2025
MARCH	16 JANUARY 2026	20 JANUARY 2026	30 JANUARY 2026
APRIL	13 FEBRUARY 2026	17 FEBRUARY 2026	2 MARCH 2026
MAY	16 MARCH 2026	18 MARCH 2026	31 MARCH 2026
JULY	18 MAY 2026	20 MAY 2026	2 JUNE 2026
AUGUST	15 JUNE 2026	17 JUNE 2026	30 JUNE 2026
SEPTEMBER	17 JULY 2026	21 JULY 2026	31 JULY 2026
OCTOBER	14 AUGUST 2026	18 AUGUST 2026	28 AUGUST 2026
NOVEMBER	18 SEPTEMBER 2026	22 SEPTEMBER 2026	2 OCTOBER 2026

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875" X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

- **TRIM SIZE:** 8.375" X 10.875"
- **BINDING:** Perfect Bind
 - All advertising is subject to approval
 - Ad dimensions are listed in inches
 - All live copy should be no closer than 1/4" from trim
 - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
 - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**
List journal name, issue # and quantity on boxes/skid
SHIP TO:
Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext.8145
- **ARTWORK DELIVERY**
Email: advertising@sagepub.com

- **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.**

BANNER ADVERTISING • www.journals.sagepub.com/home/han

STANDARD

Minimum of 10,000 impressions per month

CPM/Cost Per Thousand

STANDARD BANNERS
GEOTARGETED BANNERS
STICKY BANNERS
EXPANDABLE

\$100

\$105

\$130

\$125

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

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

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Orthopaedics channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

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. Contact your sales representative for pricing.

eBLASTS

Email Alerts

728 X 90 px

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

Sponsored Emails

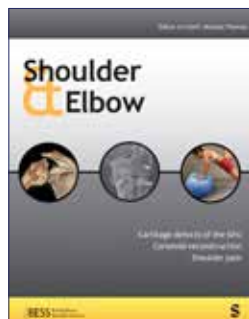
Custom HTML

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

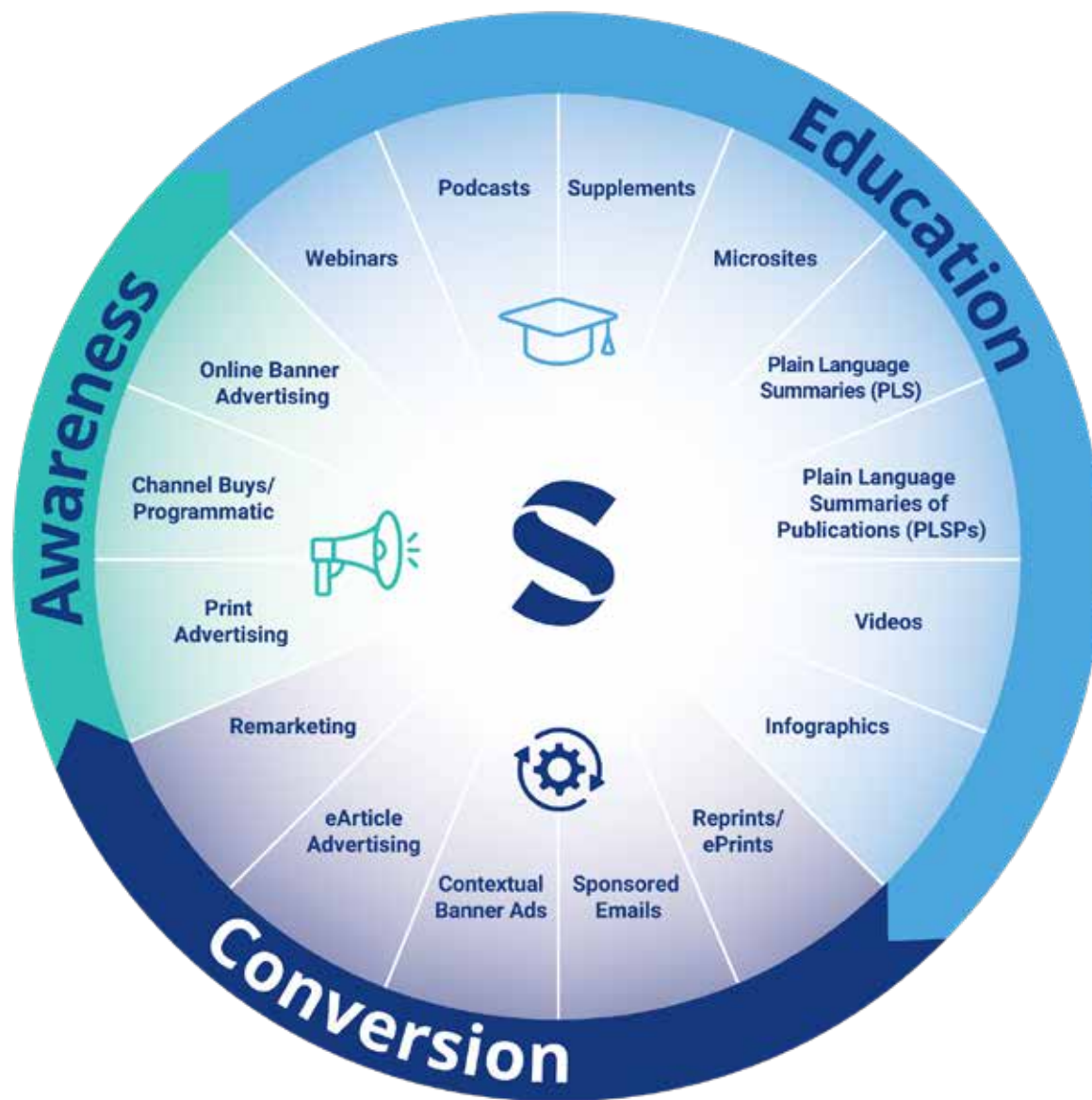
RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RELATED TITLES



MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



ADVERTISING
Kala Fuller
805.886.7303
Kala.Fuller@sagepub.com



SUPPLEMENTS AND SPECIAL SALES
Stacey Wayne
805.410.7065
Stacey.Wayne@sagepub.com



REPRINTS
Wendy Worman
805.410.7635
reprint@sagepub.com



PUBLISHING SOLUTIONS
Hamish McDougall
+44 (0) 203 215 0152
Hamish.Mcdougall@sagepub.co.uk

