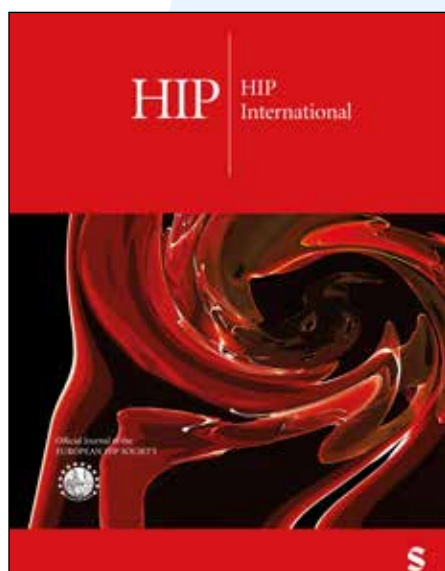


ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR IN CHIEF: Prof. Theofilos S. Karachalios, University of Thessalia, Greece and Mr Michael C. Wyatt, Dolphin Suite Consulting Rooms, Forster, Australia

DESCRIPTION: HIP International is the official journal of the European Hip Society. It is the only international, peer-reviewed, bi-monthly journal dedicated to diseases of the hip. HIP International considers contributions relating to hip surgery, traumatology of the hip, prosthetic surgery, biomechanics, and basic sciences relating to the hip. HIP International invites reviews from leading specialists with the aim of informing its readers of current evidence-based best practice.

AFFILIATION: European Hip Society

READERSHIP PROFILE: Orthopaedic and Trauma Surgeons, Orthopaedic Physicians Academics, Consultants, Researchers and Health Professionals



IMPACT FACTOR:
1.1

RANKING:
Orthopedics
97 out of 139

FREQUENCY:
6

AVERAGE MONTHLY IMPRESSIONS:
30,254

AVERAGE MONTHLY PAGEVIEWS:
4,095

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,694	£1,569	£1,435
• OUTSIDE BACK COVER	£2,035	£1,882	£1,728
• INSIDE FRONT COVER	£1,948	£1,804	£1,655
• INSIDE BACK COVER	£1,862	£1,723	£1,638
• HALF PAGE	£981	£860	£791
• DOUBLE SPREAD	£2,966	£3,377	£3,264

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.

SCHEDULE

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ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
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MARCH	21 JANUARY 2026	23 JANUARY 2026
MAY	20 MARCH 2026	27 MARCH 2026
JULY	22 MAY 2026	26 MAY 2026
SEPTEMBER	22 JULY 2026	24 JULY 2026
NOVEMBER	23 SEPTEMBER 2026	25 SEPTEMBER 2026

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

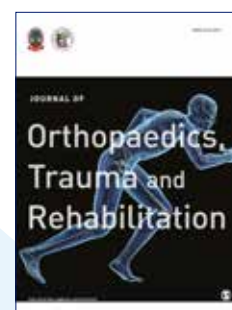
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- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

- **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.**

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£65

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£75

STICKY BANNERS

£96

EXPANDABLE

£85

BANNER ADVERTISING REQUIREMENTS

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- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
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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

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MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

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eBLASTS

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728 X 90 px

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Sponsored Emails

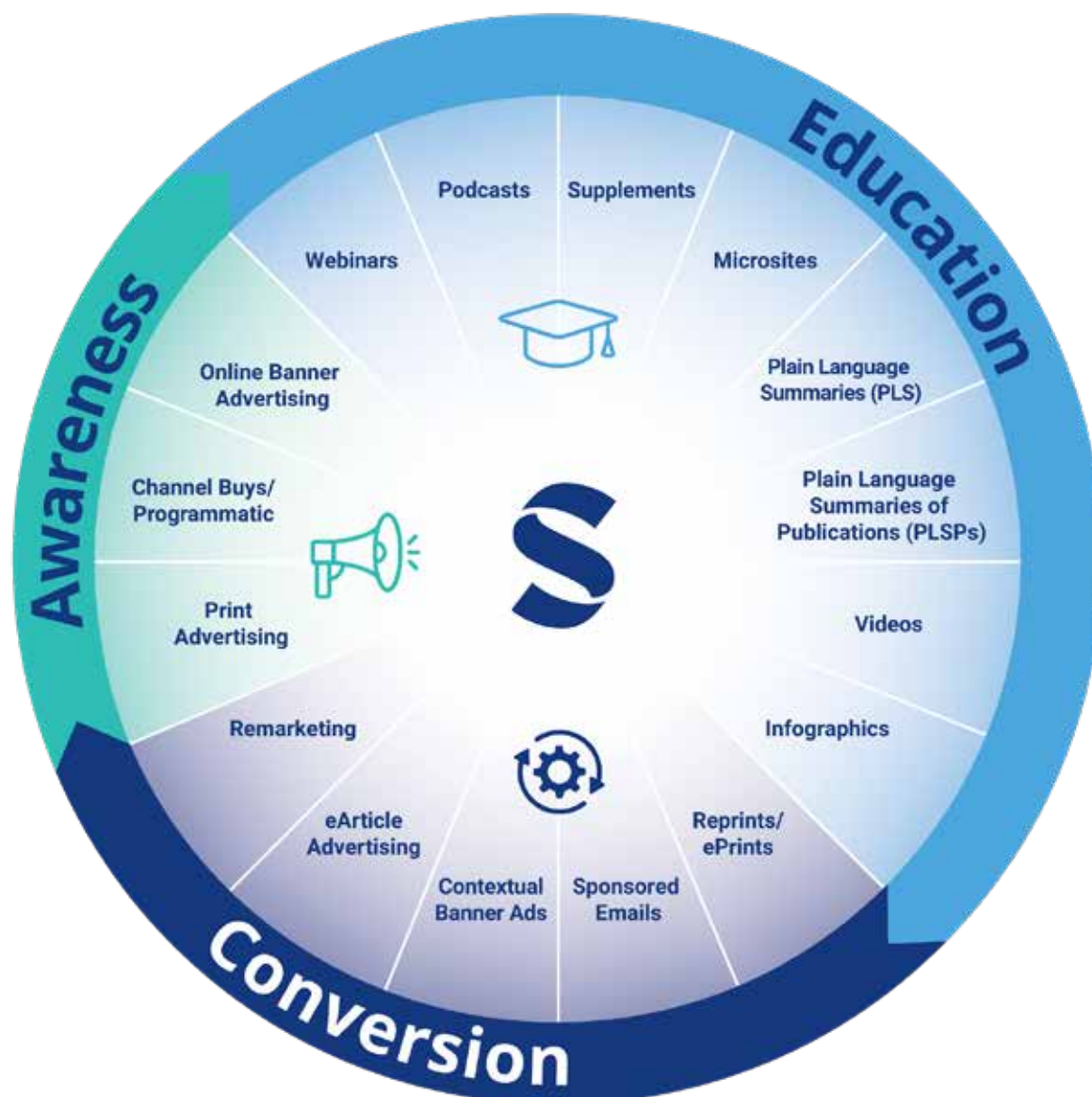
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