

# ADVERTISING RATES & SPECIFICATIONS - 2026



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**DESCRIPTION:** InnovAiT is the RCGP (Royal College of General Practitioners) journal that promotes excellence in primary care through quality education. It was developed to support Associates in Training (AiTs) of the Royal College of General Practitioners from entry into specialist training to qualification. It is also a valuable resource for GP trainers, trained GPs who wish to update and maintain their knowledge base, newly qualified (First5) GPs wanting to extend their knowledge, practice and community nurses, and foundation level doctors and medical students contemplating a career in primary care. InnovAiT complements the British Journal of General Practice (BJGP).

Rotating through the whole RCGP curriculum, each issue covers clinical and non-clinical topics of relevance to the learning needs of AiTs and newly-qualified GPs in an engaging and accessible way. Other regular features include a news section highlighting important policies, research and guidelines relevant to GPs, GP career profiles and insights from GPs at different stages in their careers and exam tips for the MRCGP examination.

**AFFILIATIONS:** Royal College of General Practitioners

**READERSHIP PROFILE:** Associate in Training (AiT) members of the RCGP, newly-qualified GPs (First5 RCGP members), GP Trainers, medical students and foundation year doctors.



**DIGITAL CIRCULATION:**  
11,000

**FREQUENCY:**  
12

**AVERAGE MONTHLY IMPRESSIONS:**  
97,009

**AVERAGE MONTHLY PAGEVIEWS:**  
17,649

*This title is available online and as a digital edition.*

## DIGITAL EDITION RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,695	£1,565	£1,439
• OUTSIDE BACK COVER	£2,036	£1,883	£1,731
• INSIDE FRONT COVER	£1,950	£1,804	£1,656
• INSIDE BACK COVER	£1,862	£1,722	£1,583
• HALF PAGE	£931	£861	£791
• DOUBLE SPREAD	£2,965	£2,737	£2,516

## SCHEDULE

### CLOSING DATES FOR DIGITAL ADVERTISING

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE
JANUARY	19 NOVEMBER 2025	23 NOVEMBER 2025
FEBRUARY	24 DECEMBER 2025	28 DECEMBER 2025
MARCH	21 JANUARY 2026	25 JANUARY 2026
APRIL	18 FEBRUARY 2026	22 FEBRUARY 2026
MAY	22 MARCH 2026	28 MARCH 2026
JUNE	22 APRIL 2026	26 APRIL 2026
JULY	22 MAY 2026	26 MAY 2026
AUGUST	24 JUNE 2026	28 JUNE 2026
SEPTEMBER	22 JULY 2026	26 JULY 2026
OCTOBER	22 AUGUST 2026	28 AUGUST 2026
NOVEMBER	23 SEPTEMBER 2026	27 SEPTEMBER 2026
DECEMBER	23 OCTOBER 2026	27 OCTOBER 2026

## MECHANICAL REQUIREMENTS FOR PAGE ADVERTISEMENTS

### FULL PAGE

- FULL PAGE, BLEED 286MM (H) X 216MM (W)
- FULL PAGE, TRIM SIZE 280MM (H) X 120MM (W)
- FULL PAGE, TYPE AREA 250MM (H) X 180MM (W)

### • 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).

### FOR ARTWORK SUBMISSION:

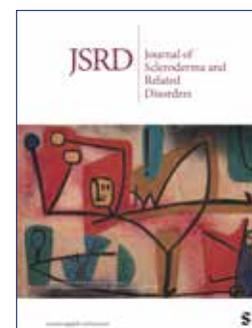
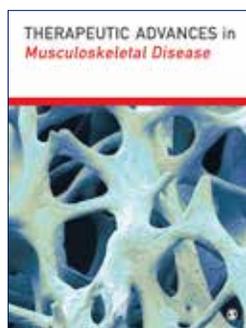
Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### HALF PAGE

- HORIZONTAL, TYPE AREA 120MM (H) X 180MM (W)
- HORIZONTAL, TRIM AREA 140MM (H) X 210MM (W)
- VERTICAL, TYPE AREA 250MM (H) X 85MM (W)
- VERTICAL, TRIM AREA 280MM (H) X 105MM (W)

- **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



## BANNER ADVERTISING • [www.journals.sagepub.com/home/ino](http://www.journals.sagepub.com/home/ino)

### STANDARD

Minimum of 10,000 impressions per month

#### CPM/Cost Per Thousand

STANDARD BANNERS

£65

GEOTARGETED BANNERS

£75

STICKY BANNERS

£96

EXPANDABLE

£85

### 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**  
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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**

## eBLASTS

Email Alerts

728 X 90 px

**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

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**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 **Primary Care channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

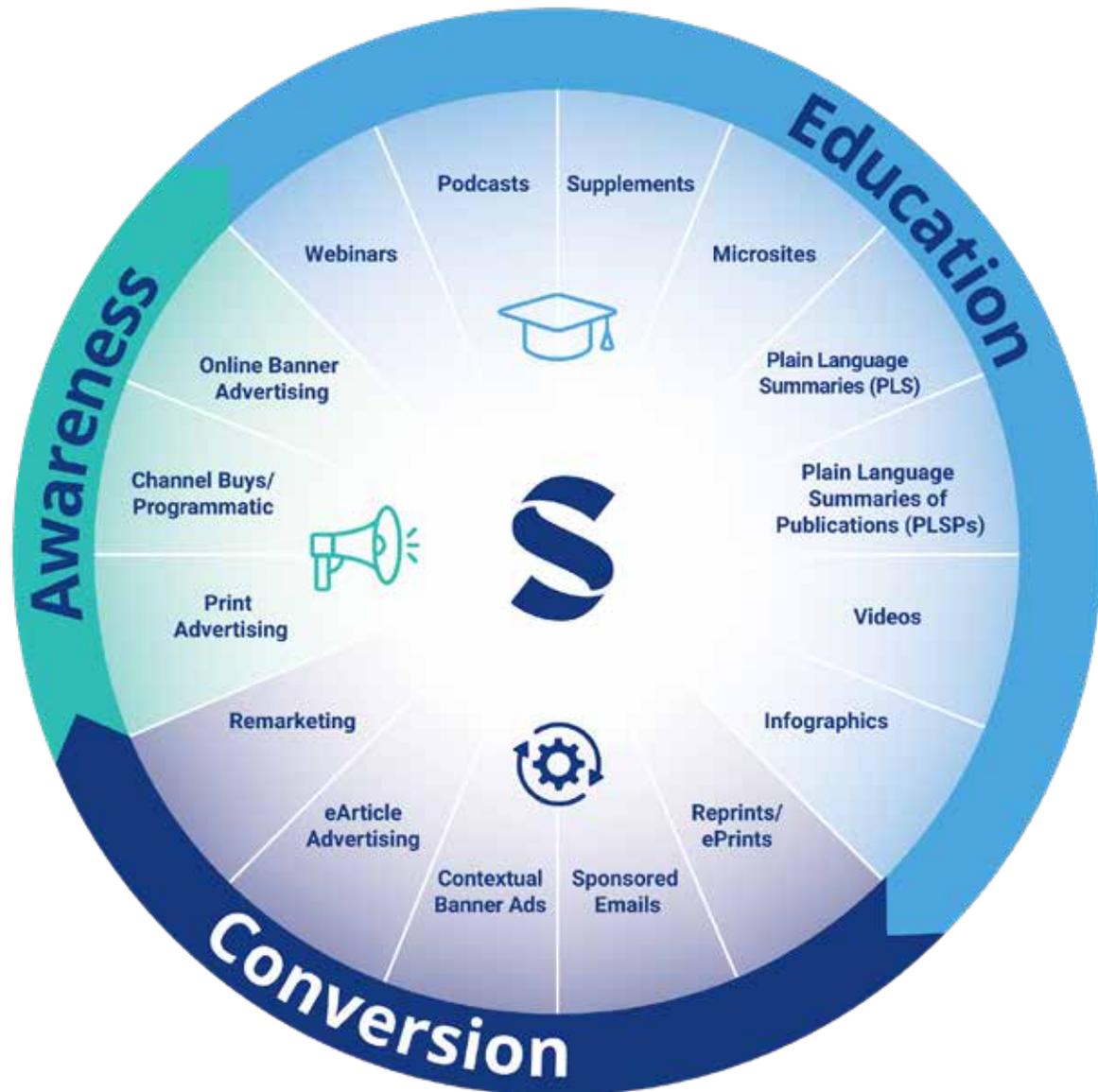
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