

# Mary Ann Liebert

A Part of Sage

## Advertising Rates & Specifications - 2026



**EDITOR-IN-CHIEF: Susan G. Kornstein, MD**, Virginia Commonwealth University School of Medicine Richmond, VA

**DESCRIPTION:** *Journal of Women's Health* is the primary source of information for meeting the challenges of providing optimal health care for women throughout their lifespan. The Journal delivers cutting-edge advancements in diagnostic procedures, therapeutic protocols for the management of diseases, and innovative research in gender-based biology that impacts patient care and treatment.

**AFFILIATION** Society for Women's Health Research

### AUDIENCE INCLUDES:

- All Members of the Society for Women's Health Research
- Directors of Medical Research
- Hospital Directors
- Physicians and Physician Assistants
- Obstetricians
- Gynecologists
- Oncologists
- Allergists and Immunologists
- Nurses and Nurse Practitioners
- Anesthesiologists
- Lab Directors
- Breast Surgeons
- Breast Feeding Educators/Midwives
- Cardiologists
- Biomedical Engineers
- Women's Health Specialists
- Academic Department Chairs, Deans and Faculty
- All others allied to the field



[liebertpub.com/jwh](http://liebertpub.com/jwh)

  
**1.9**  
Latest  
Impact factor

## YOUR MARKETING SUCCESS TEAM



**Jessica Shook**  
Strategic Sales Consultant  
914.705.3153  
[jshook@liebertpub.com](mailto:jshook@liebertpub.com)



**Wendy Worman**  
Reprints  
805.410.7635  
[reprint@sagepub.com](mailto:reprint@sagepub.com)



**Hamish McDougall**  
Publishing Solutions  
+44 (0) 203 215 0152  
[hamish.mcdougall@sagepub.co.uk](mailto:hamish.mcdougall@sagepub.co.uk)



## RATES

Position / Rates	1-3x
B/W Full Page	\$2,955
*Sponsored Content	\$2,955

\*Writing fee may apply.

The following rates are to be added to the earned b/w rate

Preferred Position Rates			
Cover 4	\$520	Belly Band	\$5,995
Cover 3	\$263	Cover Tip	\$4,995
Cover 2	\$473	Insert	Call for quote
Opposite Cover 2	\$158		
Opposite TOC	\$184	<b>Color Rates</b>	
Opposite Editorial Board	\$131	4-Color	\$815
Opposite Editorial Text	\$158		

\*15% for agencies on all rates.

## SPECS

	Inches	Millimeters
<b>Trim Size</b>	8½" x 11"	216mm x 279mm
<b>Full Page</b>	8½" x 11"	216mm x 279mm
Bleed	¼"	6mm
Live Material	8" x 10½"	203mm x 267mm
<b>Half Page</b>	8½" x 5¼"	216mm x 133mm
Bleed	¼"	6mm
Live Material	7½" x 5"	191mm x 127mm
<b>Double Page Spread</b>	17" x 11"	432mm x 279mm
Bleed	¼"	6mm
Live Material	16" x 10½"	406mm x 267mm
<b>Cover Tip</b>	up to 8½" x 5"	14mm x 127mm
<b>Belly Band</b>	19¼" x 5"	489mm x 127mm
<b>Insert</b>		
Loose	8⅜" x 10⅞"	213mm x 276mm
Bound	8¾" x 11¼" add ¼" for trim	222mm x 286mm
Bleed	¼"	6mm
Live Material	8" x 10"	203mm x 254mm

## CLOSING DATE DEADLINES (12 issues per year)

Issue	Space	Materials
January	10/24/25	10/27/25
February	11/28/25	12/1/25
March	12/23/25	12/26/25
April	1/27/26	1/30/26
May	3/2/26	3/3/26
June	3/27/26	3/30/26
July	4/27/26	4/28/26
August	5/29/26	6/1/26
September	6/26/26	6/29/26
October	7/31/26	8/3/26
November	8/28/26	8/31/26
December	9/22/26	9/25/26

Space reservations due at least one week prior to closing date deadline. All dates subject to change.

## MATERIAL REQUIREMENTS

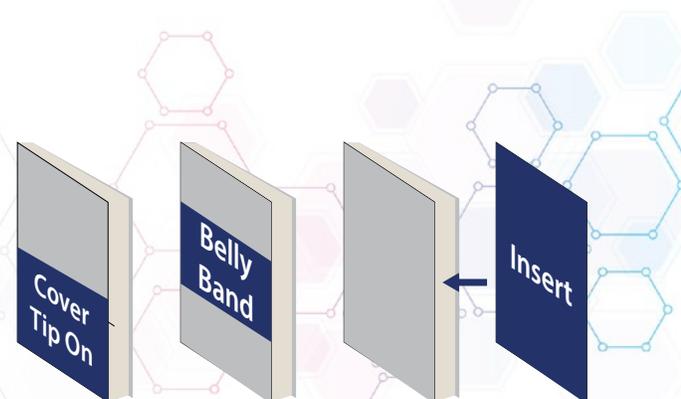
All advertising is subject to approval.

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.

## SUBMIT MATERIALS TO

**Print and Digital Production**  
[advertising@sagepub.com](mailto:advertising@sagepub.com)

*Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.*



## BANNER ADVERTISING

Position	Size(s)	CPM
Leaderboard*	728x90 and 320x50	\$75
Medium Rectangle*	300x250	\$75
Large Rectangle*	300x600	\$75
*Video	See below for specs	An additional \$595 to include video
Persistent Footer**	728x90 and 320x50	\$1,400

### 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).

**Creative should be sent to [advertising@sagepub.com](mailto:advertising@sagepub.com)**

\*Minimum 25,000 impressions

\*Video compatible with Medium Rectangle only

\*\*Persistent footer is 30-day ROS

\*Rates are net

## HIGH IMPACT ADVERTISING

### INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

Monthly sponsorships available. 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 sponsorships available. Contact your sales representative for pricing.

Full Page PDF

1237 X 1631 px

Monthly sponsorships available. 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 Life Sciences channel, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

## eBLASTS

Email Alerts

728 X 90 px

Contact your sales representative for pricing.

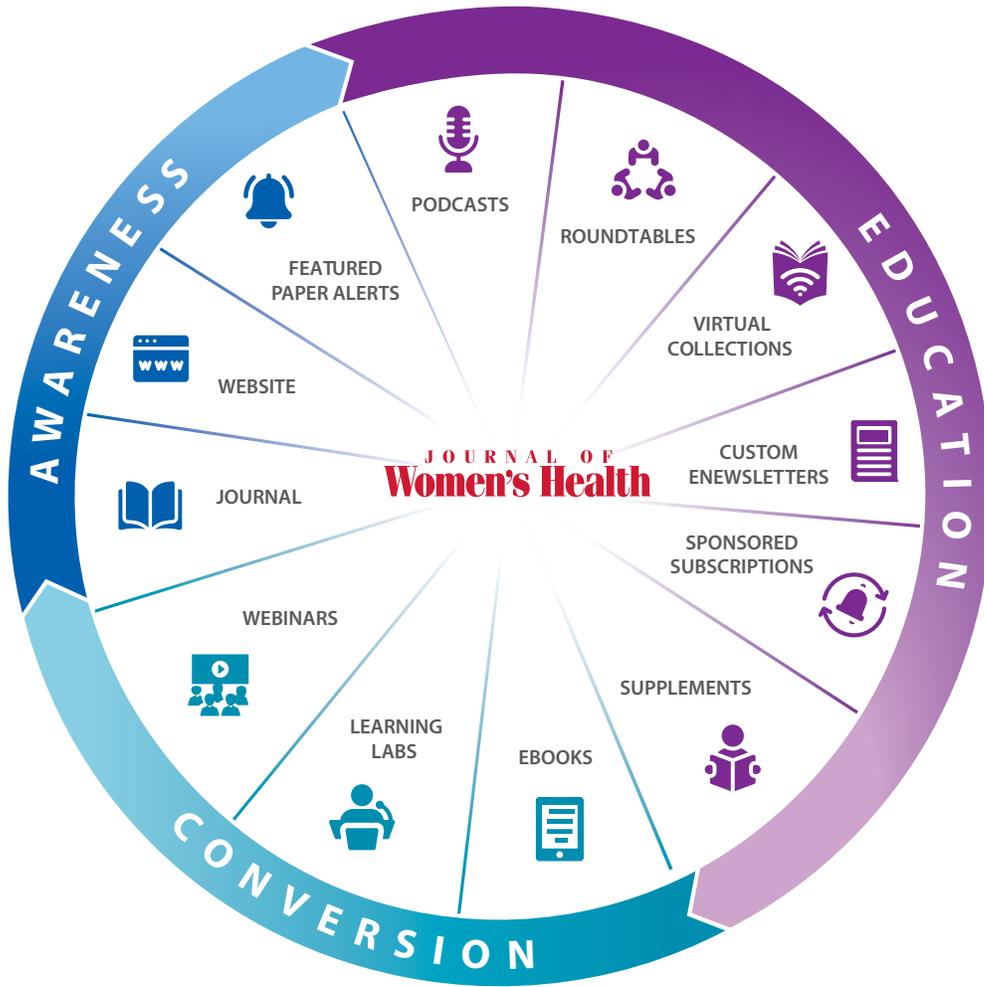
Sponsored Emails

Custom HTML

Contact your sales representative for pricing.

## 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.



RELATED TITLES

