

ADVERTISING RATES & SPECIFICATIONS - 2025



EDITOR-IN-CHIEF: Graham RV Hughes,
Head of London Lupus Centre

DESCRIPTION: The only international journal devoted exclusively to lupus (and related disease) research. Lupus includes the most promising new clinical and laboratory-based studies from leading specialists in all lupus-related disciplines.

Invaluable reading, with extended coverage, lupus-related disciplines include: Rheumatology, Dermatology, Immunology, Obstetrics, Psychiatry and Cardiovascular Research. Leading international specialists present their findings on Lupus, in one outstanding reference.

READERSHIP PROFILE: Professionals and practitioners within lupus-related disciplines in rheumatology, dermatology, immunology, obstetrics, psychiatry, cardiovascular research.

IMPACT FACTOR:

• 1.9

RANKING:

• Rheumatology (SCIE) 25 out of 54

PRINT:

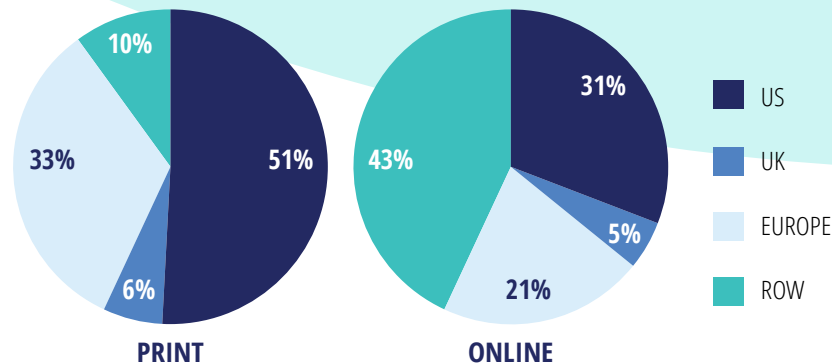
• Frequency: 14

ONLINE:

• Average Monthly Unique Visitors 32,444
• Average Monthly Pageviews 50,519



GEOGRAPHICAL DISTRIBUTION



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ADVERTISING RATES & INFORMATION

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE	MAIL DATE
JANUARY	20 NOVEMBER 2024	22 NOVEMBER 2024	3 JANUARY 2025
FEBRUARY	20 DECEMBER 2024	23 DECEMBER 2024	2 FEBRUARY 2025
MARCH	20 JANUARY 2025	21 JANUARY 2025	3 MARCH 2025
APRIL	19 FEBRUARY 2025	21 FEBRUARY 2025	1 APRIL 2025
APRIL	19 FEBRUARY 2025	21 FEBRUARY 2025	1 APRIL 2025
MAY	19 MARCH 2025	21 MARCH 2025	1 MAY 2025
JUNE	18 APRIL 2025	21 APRIL 2025	2 JUNE 2025
JULY	20 MAY 2025	23 MAY 2025	1 JULY 2025
AUGUST	20 JUNE 2025	23 JUNE 2025	1 AUGUST 2025
SEPTEMBER	22 JULY 2025	25 JULY 2025	1 SEPTEMBER 2025
OCTOBER	19 AUGUST 2025	22 AUGUST 2025	1 OCTOBER 2025
OCTOBER	19 AUGUST 2025	22 AUGUST 2025	1 OCTOBER 2025
NOVEMBER	22 SEPTEMBER 2025	23 SEPTEMBER 2025	3 NOVEMBER 2025
DECEMBER	22 OCTOBER 2025	24 OCTOBER 2025	1 DECEMBER 2025

FULL COLOR RATES

COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,352	£1,252	£1,151
• OUTSIDE BACK COVER	£1,556	£1,439	£1,321
• INSIDE FRONT COVER	£1,487	£1,377	£1,266
• INSIDE BACK COVER	£1,420	£1,313	£1,207
• HALF PAGE	£800	£740	£681
• DOUBLE SPREAD	£2,706	£2,505	£2,300

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..

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS

£65

GEOTARGETED BANNERS

£75

STICKY BANNERS

£96

EXPANDABLE

£85

INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES
REPRESENTATIVE
FOR PRICING**

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

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

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: ukadvertising@sagepub.co.uk

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Rheumatology 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

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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
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FULL PAGE PDF

1237 X 1631 px

**MONTHLY SPONSORSHIP
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FOR PRICING**

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



▲
Digital
Advertising
Examples

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
Email: ukadvertising@sagepub.co.uk

• 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).

- **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

