

# ADVERTISING RATES & SPECIFICATIONS - 2025



**EDITOR-IN-CHIEF:** Jeff Perl, St. Michael's Hospital, Canada

**DESCRIPTION:** Peritoneal Dialysis International, the official journal of the International Society for Peritoneal Dialysis (ISPD), is the premier international publication dedicated to peritoneal dialysis. PDI welcomes original contributions dealing with all aspects of peritoneal dialysis from health care professionals and scientists working in the peritoneal dialysis field around the world. PDI offers a variety of possibilities for disseminating your message; developing relationships with the research and practice communities or publishing your own innovations and discoveries.

**AFFILIATION:** International Society for Peritoneal Dialysis (ISPD)

**READERSHIP PROFILE:** Nephrology professionals practicing PD, including members of the International Society for Peritoneal Dialysis

**IMPACT FACTOR:**  
• 2.7

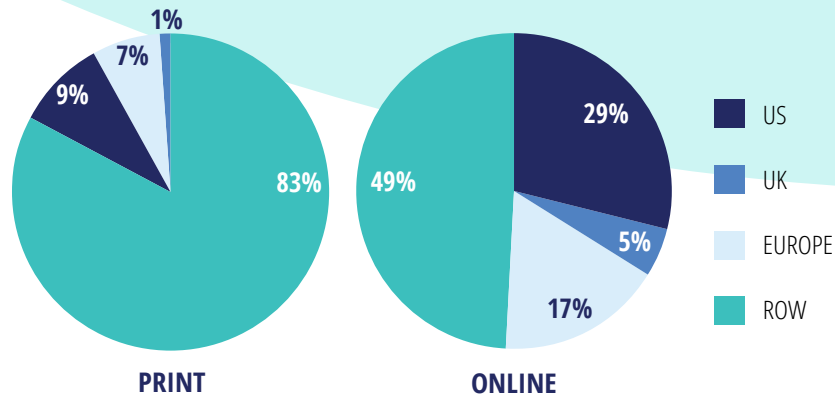
**RANKING:**  
• Urology & Nephrology (SCIE)  
42 out of 124

**PRINT:**  
• Circulation: 197  
• Frequency: 6

**ONLINE:**  
• Average Monthly Unique Visitors 25,420  
• Average Monthly Pageviews 40,618



## GEOGRAPHICAL DISTRIBUTION



## CONTACTS



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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
MARCH	22 JANUARY 2025	24 JANUARY 2025	3 MARCH 2025
MAY	25 MARCH 2025	28 MARCH 2025	1 MAY 2025
JULY	4 JUNE 2025	6 JUNE 2025	1 JULY 2025
SEPTEMBER	4 AUGUST 2025	5 AUGUST 2025	1 SEPTEMBER 2025
NOVEMBER	3 OCTOBER 2025	6 OCTOBER 2025	3 NOVEMBER 2025

### FULL COLOR RATES

COLOR	1 INSERTION	6 INSERTIONS
• FULL PAGE	£2,864	£2,957
• OUTSIDE BACK COVER	£4,016	£3,941
• INSIDE FRONT COVER	£3,735	£3,638
• INSIDE BACK COVER	£3,342	£3,236
• HALF PAGE	£2,319	£2,260
• DOUBLE SPREAD	£5,501	£5,374

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..

## BANNER ADVERTISING

### STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS		£65
GEOTARGETED BANNERS		£75
STICKY BANNERS		£96
EXPANDABLE		£85
<b>INTERSTITIAL BANNERS</b>	300 X 250 px - 700 X 700 px	<b>MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>

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](mailto:ukadvertising@sagepub.co.uk)

## CHANNEL BUYS

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

## eBLASTS

Email Alerts	728 X 90 px	<b>CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>
Sponsored Emails	Custom HTML	<b>CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>

## 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**

## 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

