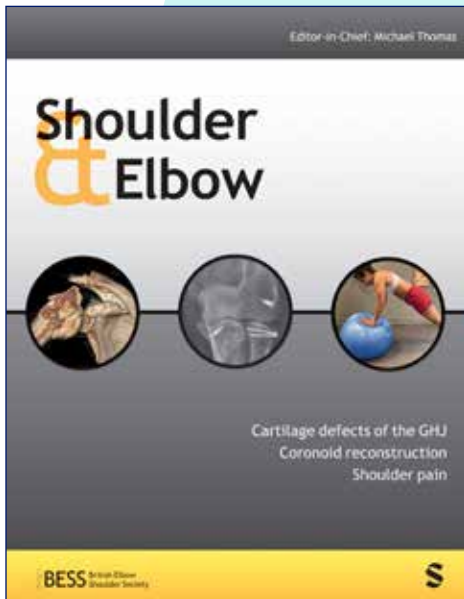


ADVERTISING RATES & SPECIFICATIONS - 2025



EDITOR-IN-CHIEF: Michael Thomas, Frimley Health NHS Foundation Trust, UK

DESCRIPTION: Shoulder & Elbow is devoted to the advancement of the science of diagnosis and management of shoulder and elbow disorders. The Journal publishes peer-reviewed original research articles and reviews related to shoulder and elbow surgery and rehabilitation that strive to: foster and advance the science and practice of shoulder and elbow disorders, standardize assessment, scoring of disability and nomenclature relevant to the shoulder and elbow, improve quality of care by encouraging the collection of scientific data and functional outcomes, promote and stimulate research and encourage international research collaboration, and cultivate international relationships in the field of shoulder and elbow care.

Shoulder & Elbow publishes a digital, interactive flipbook for its members. The digital edition, which includes all adverts as well as banner advertisements, is emailed by BESS directly to members each time a new issue is published.

Other subscribers (on-members of the society) receive print issues of the journal.

AFFILIATION: British Elbow & Shoulder Society

READERSHIP PROFILE: Upper limb surgeons, shoulder and elbow specialists, rehabilitation specialists

This title is available online and as a digital issue.

IMPACT FACTOR:

• 1.5

ONLINE:

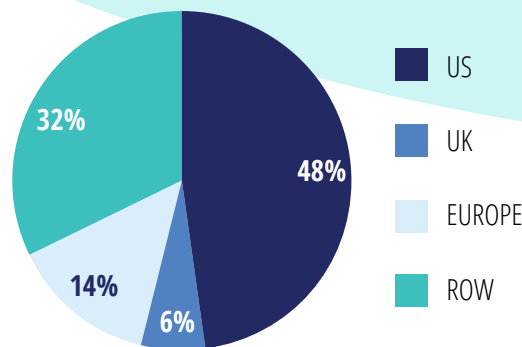
- Average Monthly Pageviews: 13,145
- Average Monthly Unique Visitors: 9,592

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- Frequency: 6



ONLINE GEOGRAPHICAL DISTRIBUTION



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SCHEDULE

CLOSING DATES FOR FULL PAGE IN DIGITAL ISSUE

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE	PUBLICATION DATE
FEBRUARY	9 DECEMBER 2024	10 DECEMBER 2024	3 FEBRUARY 2025
APRIL	7 FEBRUARY 2025	10 FEBRUARY 2025	1 APRIL 2025
JUNE	4 APRIL 2025	7 APRIL 2025	2 JUNE 2025
AUGUST	9 JUNE 2025	10 JUNE 2025	1 AUGUST 2025
OCTOBER	8 AUGUST 2025	11 AUGUST 2025	1 OCTOBER 2025
DECEMBER	8 OCTOBER 2025	10 OCTOBER 2025	1 DECEMBER 2025

CLOSING DATES FOR BANNERS IN DIGITAL ISSUE

ISSUE MONTH	COPY DEADLINE
FEBRUARY	10 JANUARY 2025
APRIL	10 MARCH 2025
JUNE	10 MAY 2025
AUGUST	8 JULY 2025
OCTOBER	9 SEPTEMBER 2025
DECEMBER	10 NOVEMBER 2025

DIGITAL EDITION BANNERS - MECHANICAL SPECIFICATIONS

DESKTOP		MOBILE	
• LEADERBOARD	1748 X 250 PIXELS	• TABLET PORTRAIT	1536 X 100 PIXELS
• SKYSCRAPER	120 X 600 PIXELS	• TABLET LANDSCAPE	2048 X 64 PIXELS
• MPU BOX	550 X 480 PIXELS	• PHONE PORTRAIT	640 X 100 PIXELS
		• PHONE LANDSCAPE	1136 X 64 PIXELS

MECHANICAL REQUIREMENTS FOR PAGE ADVERTISEMENTS

SIZE (TRIM)	H x W
• FULL PAGE	280MM X 210MM
• HALF PAGE VERTICAL	280MM X 105MM
• HALF PAGE HORIZONTAL	140MM X 210MM

• 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).

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Email: ukadvertising@sagepub.co.uk

- **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.**



▲
Digital
Edition
Examples

BANNER ADVERTISING

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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

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

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

eARTICLE ADVERTISING

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Smaller banner sizes can be accepted but will not display optimally.

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FULL PAGE PDF

1237 X 1631 px

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