
It is published monthly in two formats. The ‘classic’ editions (published in February, April, June, August, October and December) contain high quality original papers on all aspects of feline medicine and surgery, including relevant basic research. Manuscripts comprise a mix of original articles, short communications, case series and letters to the editor. The ‘clinical practice’ editions (published in January, March, May, July, September and November) primarily contain commissioned opinionated review articles of direct relevance to feline clinical work. All submissions (including commissioned reviews and letters) are peer reviewed by the editors and selected referees. An international news section provides ISFM and AAFP society updates and relevant information from other feline groups, as well as position statements and book reviews. An online, open access sister journal, the Journal of Feline Medicine and Surgery Open Reports, publishes high quality case reports and short case series presenting novel information, as well as short communications reporting valuable regional prevalence data or other relevant data related to well-recognised diseases of domestic cats.

Journal Statistics

Volume: 20

Abstracted/Indexed in: CAB Abstracts, CAB Health, Index Veterinarius, MEDLINE®, Scopus, Veterinary Bulletin

2016 ISI Impact Factor: 1.131

Ranking: 53/136 in Veterinary Sciences

Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Print

Circulation: 5,983

Frequency: monthly – 12 issues per year.

Online - journals.sagepub.com/home/jfm

Average Monthly Page views: 37,610

Average Monthly Unique Visitors: 12,270

e-Toc registrants: 478

*Online Statistics refer to the number of advert impressions served by one banner position

Readership profile: Veterinary practitioners and researchers with an interest in feline medicine.

Advertising Rates & Information - 2018

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>06 November 2017</td>
<td>13 November 2017</td>
<td>01 January 2018</td>
</tr>
<tr>
<td>February</td>
<td>07 December 2017</td>
<td>14 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>March</td>
<td>08 January 2018</td>
<td>15 January 2018</td>
<td>01 March 2018</td>
</tr>
<tr>
<td>April</td>
<td>10 February 2018</td>
<td>17 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>May</td>
<td>09 March 2018</td>
<td>16 March 2018</td>
<td>01 May 2018</td>
</tr>
<tr>
<td>June</td>
<td>09 April 2018</td>
<td>16 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>July</td>
<td>04 May 2018</td>
<td>11 May 2018</td>
<td>01 July 2018</td>
</tr>
<tr>
<td>August</td>
<td>08 June 2018</td>
<td>15 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>September</td>
<td>09 July 2018</td>
<td>16 July 2018</td>
<td>01 September 2018</td>
</tr>
<tr>
<td>October</td>
<td>10 August 2018</td>
<td>17 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>November</td>
<td>10 September 2018</td>
<td>17 September 2018</td>
<td>01 November 2018</td>
</tr>
<tr>
<td>December</td>
<td>08 October 2018</td>
<td>15 October 2018</td>
<td>23 November 2018</td>
</tr>
</tbody>
</table>
Print advertising rates – 2018:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>GBP</td>
<td>USD</td>
<td>GBP</td>
<td>USD</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,699</td>
<td>$2,804</td>
<td>£1,669</td>
<td>$2,754</td>
</tr>
<tr>
<td>Half page</td>
<td>£990</td>
<td>$1,635</td>
<td>£973</td>
<td>$1,604</td>
</tr>
<tr>
<td>DPS:</td>
<td>£2,978</td>
<td>$4,906</td>
<td>£2,923</td>
<td>$4,420</td>
</tr>
</tbody>
</table>

Cover positions

| Outside back cover | £2,125 | $3,505 | £2,085 | $3,441 | £2,007 | $3,348 | £1,912 | $3,155 |
| Inside front cover | £2,039 | $3,366 | £2,001 | $3,302 | £1,947 | $3,246 | £1,836 | $3,029 |
| Inside back cover  | £1,954 | $3,224 | £1,918 | $3,165 | £1,865 | $3,077 | £1,758 | $2,900 |

Full page

| Black and white | £1,104 | $1,819 | £1,083 | $1,787 | £1,053 | $1,737 | £992   | $1,638 |
| Half page       | £639   | $1,054 | £627   | $1,035 | £610   | $1,006 | £575   | $948   |

Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Online Advertising

Digital advertising solutions:
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper. Lower middle, right of page

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: custom package to host your content and SAGE content in one place
- Sponsored digital editions: options include single article, full issue, or custom article compilations

Policy and Guidelines

General policy on acceptance of advertising

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements

- **Full Page**
  - Full page, bleed: 286mm (h) x 216mm (w)
  - Full page, trim size: 280mm (h) x 210mm (w)
  - Full page, type area: 250mm (h) x 180mm (w)

- **Half Page**
  - Horizontal, Type Area: 120mm (h) x 180mm (w)
  - Vertical, Type Area: 250mm (h) x 85mm (w)

Double Spread

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size. Colour graphics must be in CMYK.

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

Contact Details

Publisher:
SAGE Publications Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
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