# ADVERTISING RATES & SPECIFICATIONS - 2027




**Editor-in-Chief:** Professor Steve Kisely, University of Queensland, Australia

**DESCRIPTION:** The Australian and New Zealand Journal of Psychiatry publishes timely, high-quality research and review in psychiatry and promotes the discipline of psychiatry in Australia and New Zealand, as well as throughout the wider world. It features peer-reviewed research articles as its core material, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and the proceedings of workshops and conferences.

RANZCP publishes each issue as a digital interactive flipbook PDF, which includes all adverts as it would in print, and also offer additional banner advertising positions. The digital edition provides an innovative, flexible, engaging and interactive promotional platform that brings your advert to life. The RANZCP Society emails the digital edition directly to their active membership providing you with optimal product and brand society association whilst capturing the attention of your target audience and maximising your reach.

**AFFILIATION:** Royal Australian and New Zealand College of Psychiatrists (RANZCP)

**READERSHIP PROFILE:** Psychiatrists and mental health professionals

| IMPACT FACTOR: | RANKING: | FREQUENCY: | CIRCULATION: | AVERAGE MONTHLY IMPRESSIONS: | AVERAGE MONTHLY PAGEVIEWS: |
|---|---|---|---|---|---|
| 4.1 | Psychiatry 66 out of 293 | 12 | 8,500 | 96,774 | 22,979 |

## DIGITAL EDITION AND PRINT PAGE COLOR RATES

| FULL COLOR RATES | 1 INSERTION | 3 INSERTIONS | 6 INSERTIONS | 12 INSERTIONS |
|---|---|---|---|---|
| • FULL PAGE | AUD $6,619 | AUD $6,455 | AUD $6,283 | AUD $5,957 |
| • OUTSIDE BACK COVER | AUD $7,205 | AUD $7,027 | AUD 6,844 | AUD $6,481 |
| • INSIDE FRONT COVER | AUD $8,581 | AUD $8,366 | AUD $8,153 | AUD $7,721 |
| • INSIDE BACK COVER | AUD $7,205 | AUD $7,027 | AUD $6,844 | AUD $6,481 |
| • HALF PAGE | AUD $3,646 | AUD $3,553 | AUD $3,460 | AUD $3,283 |
| • DOUBLE SPREAD | AUD $11,583 | AUD $11,296 | AUD $10,996 | AUD $10,425 |

## MECHANICAL REQUIREMENTS

| 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) |
| HORIZONTAL, TRIM AREA | 140MM (H) X 210MM (W) |
| VERTICAL, TYPE AREA | 250MM (H) X 85MM (W) |
| VERTICAL, TRIM AREA | 280MM (H) X 105MM (W) |

**FOR ARTWORK SUBMISSION:**
Email: advertising@sagepub.com

**• 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.**

# SCHEDULE

## DIGITAL ISSUE AND PRINT PAGE CLOSING DATES

| ISSUE MONTH | ARTWORK DEADLINE |
|---|---|
| JANUARY | 30 NOVEMBER 2026 |
| FEBRUARY | 4 JANUARY 2027 |
| MARCH | 1 FEBRUARY 2027 |
| APRIL | 4 MARCH 2027 |
| MAY | 1 APRIL 2027 |
| JUNE | 3 MAY 2027 |
| JULY | 3 JUNE 2027 |
| AUGUST | 2 JULY 2027 |
| SEPTEMBER | 2 AUGUST 2027 |
| OCTOBER | 2 SEPTEMBER 2027 |
| NOVEMBER | 4 OCTOBER 2027 |
| DECEMBER | 3 NOVEMBER 2027 |

# DIGITAL ISSUE BANNER ADVERTISING RATES

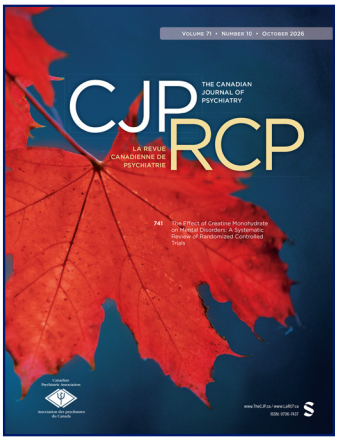
| FREQUENCY | 1 INSERTION | 3 INSERTIONS | 6 INSERTIONS | 12 INSERTIONS |
|---|---|---|---|---|
| • LEADERBOARD BANNER | AUD $3,045 | AUD $2,835 | AUD $2,678 | AUD $2,520 |
| • SKYSCRAPER | AUD $2,993 | AUD $2,782 | AUD $2,625 | AUD $2,468 |
| • MPU | AUD $5,145 | AUD $4,987 | AUD $4,883 | AUD $4,715 |
| • COVER TIP | AUD $4,725 | AUD $4,568 | AUD $4,463 | AUD $4,295 |

# RELATED TITLES









# BANNER ADVERTISING • www.journals.sagepub.com/home/anp

| **STANDARD**<br>Minimum of 10,000 impressions per month | **CPM/Cost Per Thousand** |
|---|---|
| STANDARD BANNERS | **AUD $131** |
| GEOTARGETED BANNERS | **AUD $152** |
| EXPANDABLE | **AUD $173** |
| STICKY BANNERS | **AUD $194** |
| PERSISTENT FOOTER | **AUD $194** |

**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).
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All prices are gross CPM unless otherwise noted. Minimums may apply.
**Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.**

# HIGH IMPACT ADVERTISING

| | | |
|---|---|---|
| **INTERSTITIAL BANNERS** | 300 X 250 px - 700 X 700 px | **MONTHLY SPONSORSHIP 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 SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING** |
| FULL PAGE PDF | 1237 X 1631 px | **MONTHLY SPONSORSHIP 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 **Psychiatry 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.

# WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

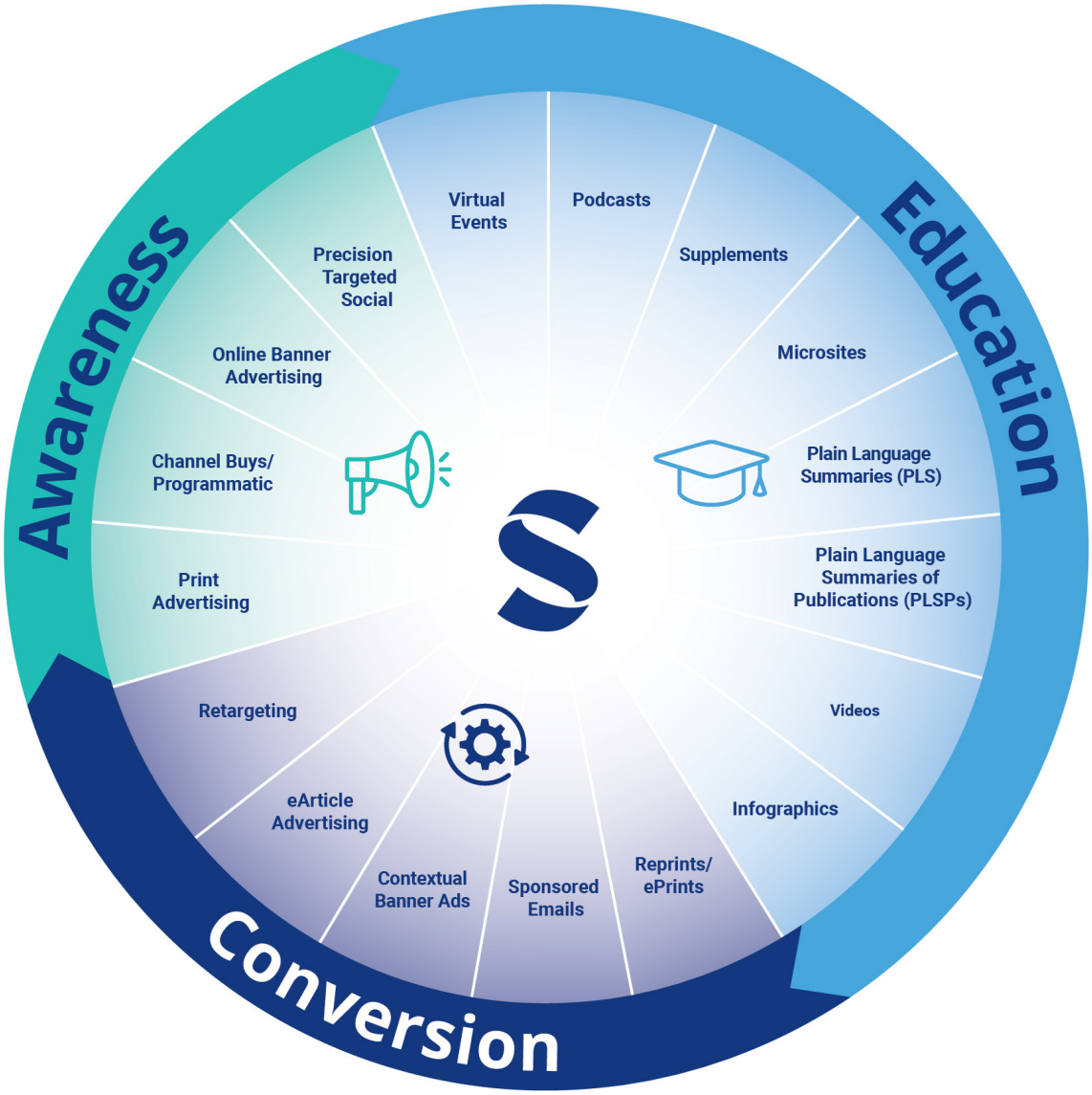
# EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

# RETARGETING

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# MULTICHANNEL MARKETING SOLUTIONS FROM SAGE




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