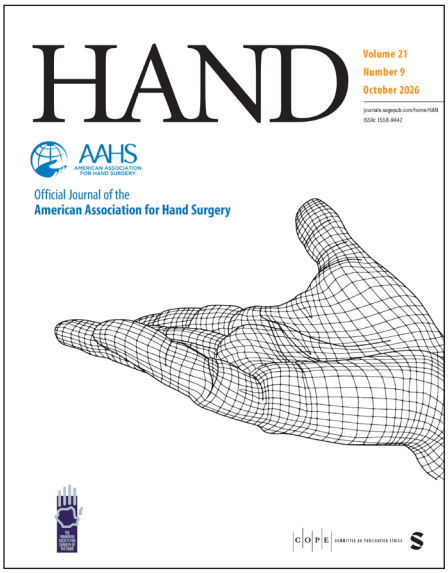
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Michael W. Neumeister, MD, FRCSC, FACS, Southern Illinois University School of Medicine, Springfield, IL, USA

DESCRIPTION: HAND is the official journal of the American Association for Hand Surgery. The purpose of HAND is to provide an international peer-reviewed journal that combines multidisciplinary expertise from surgical, medical, hand therapy, and other health care professional specialties to advance the quality of care and health of patients with hand and upper extremity pathologies.

Since its founding in 1970, AAHS has brought together experts across disciplines to promote education, research, volunteerism, patient care, and innovation for advancement in the care of the hand. The Hand Association maintains a diverse membership comprised of hand surgeons, therapists, physician assistants, nurse practitioners, and researchers. Inclusion of all specialties and providers of hand care is a hallmark of the AAHS's mission and values, and has made the Hand Association a successful, welcoming community for hand professionals for a half century.

AFFILIATIONS: American Association for Hand Surgery (AAHS)

READERSHIP PROFILE: HAND is read by 1,500 AAHS members, including hand surgeons, orthopedic surgeons, plastic surgeons, general surgeons, microsurgeons, hand therapists, nurses, and researchers specializing in hand, wrist, peripheral nerve and upper extremity surgery and care.

IMPACT FACTOR: 1.3

RANKING: Orthopedics 105 out of 147 Surgery 210 out of 321

FREQUENCY: 10

CIRCULATION: 1,636

AVERAGE MONTHLY IMPRESSIONS 31,988

AVERAGE MONTHLY PAGEVIEWS: 7,047

PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	$3,549	$3,317	$3,100	$3,007	$2,830
• HALF PAGE	4 COLOR	$3,081	$3,041	$2,805	$2,725	$2,573
• QUARTER PAGE	4 COLOR	$2,330	$2,303	$2,160	$2,113	$2,022

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

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.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	13 NOVEMBER 2026	20 NOVEMBER 2026	3 DECEMBER 2026
FEBRUARY	10 DECEMBER 2026	14 DECEMBER 2026	29 DECEMBER 2026
MARCH	8 JANUARY 2027	15 JANUARY 2027	1 FEBRUARY 2027
APRIL	12 FEBRUARY 2027	16 FEBRUARY 2027	2 MARCH 2027
MAY	12 MARCH 2027	16 MARCH 2027	31 MARCH 2027
JULY	13 MAY 2027	17 MAY 2027	31 MAY 2027
AUGUST	11 JUNE 2027	15 JUNE 2027	30 JUNE 2027
SEPTEMBER	14 JULY 2027	16 JULY 2027	30 JULY 2027
OCTOBER	13 AUGUST 2027	17 AUGUST 2027	1 SEPTEMBER 2027
NOVEMBER	15 SEPTEMBER 2027	17 SEPTEMBER 2027	1 OCTOBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875" X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

- **TRIM SIZE:** 8.375" X 10.875"
- **BINDING:** Perfect Bind
  - All advertising is subject to approval
  - Ad dimensions are listed in inches
  - All live copy should be no closer than 1/4" from trim
  - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
  - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**

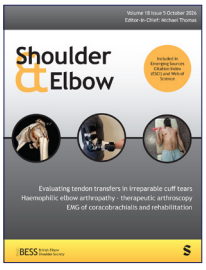
List journal name, issue # and quantity on boxes/skid
SHIP TO:
Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext.8145

- **ARTWORK DELIVERY**

Email: advertising@sagepub.com

- **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





BANNER ADVERTISING • www.journals.sagepub.com/home/han

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

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: advertising@sagepub.com

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 **Orthopaedics channel,** maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

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.

eBLASTS

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

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

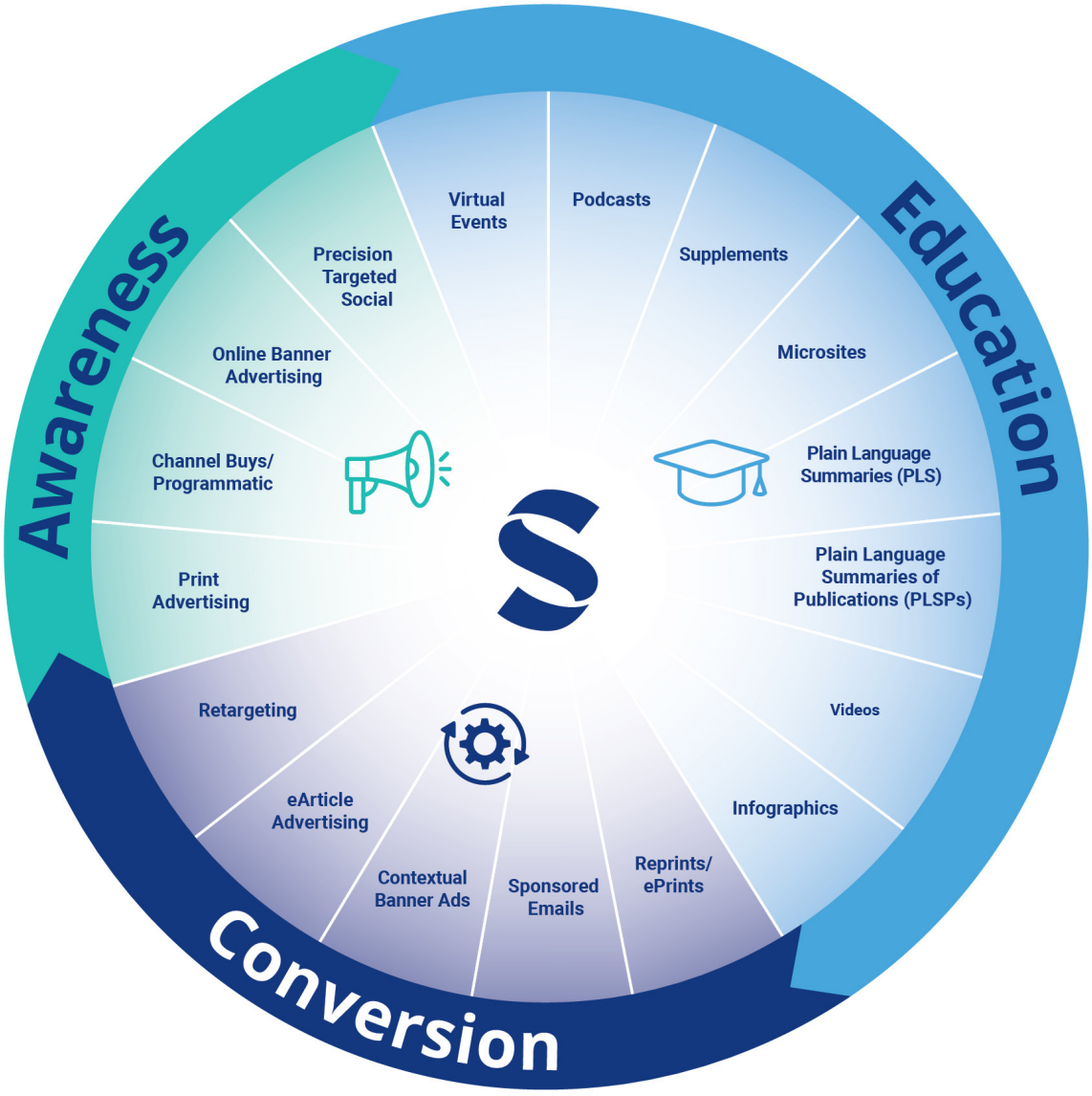
WEBINARS

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.

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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