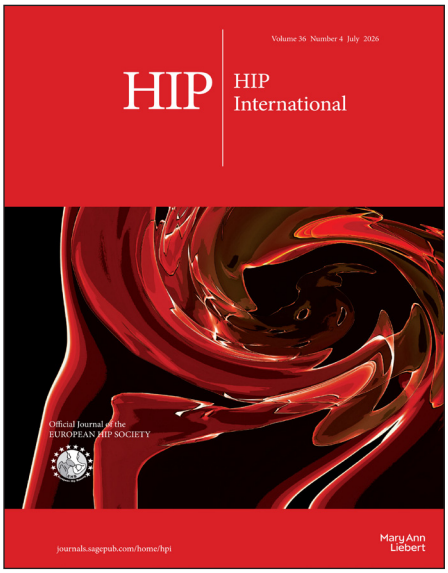
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR IN CHIEF: Prof. Theofilos S. Karachalios, University of Thessalia, Greece and Mr Michael C. Wyatt, Dolphin Suite Consulting Rooms, Forster, Australia

DESCRIPTION: HIP International is the official journal of the European Hip Society. It is the only international, peer-reviewed, bi-monthly journal dedicated to diseases of the hip. HIP International considers contributions relating to hip surgery, traumatology of the hip, prosthetic surgery, biomechanics, and basic sciences relating to the hip. HIP International invites reviews from leading specialists with the aim of informing its readers of current evidence-based best practice.

AFFILIATION: Belgian Hip Society, European Hip Society, Sociedad Española de Cirugía de Cadera, and Società Italiana dell'Anca

READERSHIP PROFILE: Orthopaedic and Trauma Surgeons, Orthopaedic Physicians Academics, Consultants, Researchers and Health Professionals

IMPACT FACTOR: 1.3

RANKING: Orthopedics 105 out of 147

FREQUENCY: 6

AVERAGE MONTHLY IMPRESSIONS: 25,056

AVERAGE MONTHLY PAGEVIEWS: 4,554

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,813	£1,679	£1,536
• OUTSIDE BACK COVER	£2,177	£2,014	£1,849
• INSIDE FRONT COVER	£2,084	£1,930	£1,771
• INSIDE BACK COVER	£1,992	£1,844	£1,753
• HALF PAGE	£1,050	£921	£847
• DOUBLE SPREAD	£3,174	£3,613	£3,493

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: 10%

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
JANUARY	16 NOVEMBER 2026	20 NOVEMBER 2026
MARCH	19 JANUARY 2027	25 JANUARY 2027
MAY	23 MARCH 2027	26 MARCH 2027
JULY	20 MAY 2027	27 MAY 2027
SEPTEMBER	20 JULY 2027	26 JULY 2027
NOVEMBER	21 SEPTEMBER 2027	27 SEPTEMBER 2027

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: advertising@sagepub.com

• BANNER ADVERTISING REQUIREMENTS

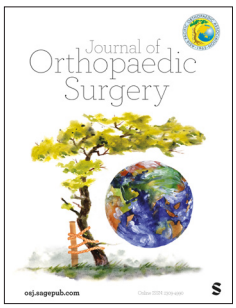
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• A high-resolution press-ready PDF is required for all electronic ad submissions.

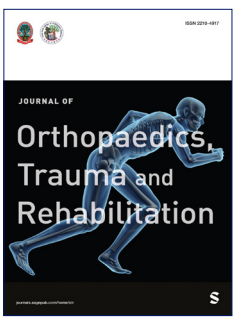
• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

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GEOTARGETED BANNERS	**£80**
EXPANDABLE	**£90**
STICKY BANNERS	**£100**
PERSISTENT FOOTER	**£100**

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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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**

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EBOOKS

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

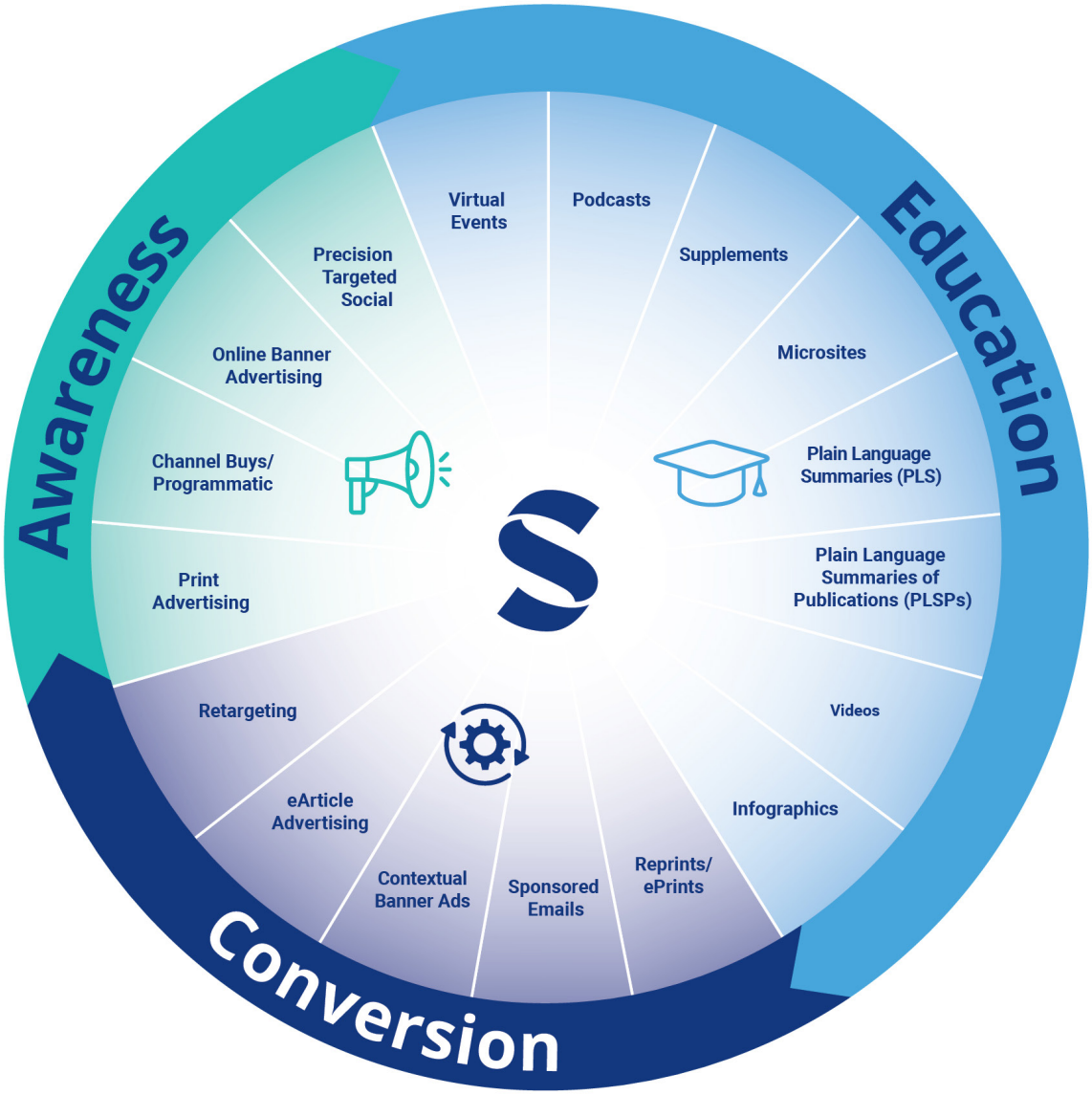
eBLASTS

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

RETARGETING

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