ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Professor Sir Sam Everington OBE, RCGP Provost

DESCRIPTION: InnovAiT is the RCGP (Royal College of General Practitioners) journal that promotes excellence in primary care through quality education. It was developed to support Associates in Training (AiTs) of the Royal College of General Practitioners from entry into specialist training to qualification. It is also a valuable resource for GP trainers, trained GPs who wish to update and maintain their knowledge base, newly qualified (First5) GPs wanting to extend their knowledge, practice and community nurses, and foundation level doctors and medical students contemplating a career in primary care. InnovAiT complements the British Journal of General Practice (BJGP).

Rotating through the whole RCGP curriculum, each issue covers clinical and non-clinical topics of relevance to the learning needs of AiTs and newly-qualified GPs in an engaging and accessible way. Other regular features include a news section highlighting important policies, research and guidelines relevant to GPs, GP career profiles and insights from GPs at different stages in their careers and exam tips for the MRCGP examination.

AFFILIATIONS: Royal College of General Practitioners

READERSHIP PROFILE: Associate in Training (AiT) members of the RCGP, newly-qualified GPs (First5 RCGP members), GP Trainers, medical students and foundation year doctors.

DIGITAL CIRCULATION: 11,000

FREQUENCY: 12

AVERAGE MONTHLY IMPRESSIONS: 38,569

AVERAGE MONTHLY PAGEVIEWS: 13,629

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DIGITAL EDITION RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS
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MARCH	19 JANUARY 2027	25 JANUARY 2027
APRIL	16 FEBRUARY 2027	22 FEBRUARY 2027
MAY	23 MARCH 2027	26 MARCH 2027
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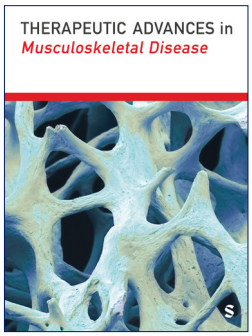
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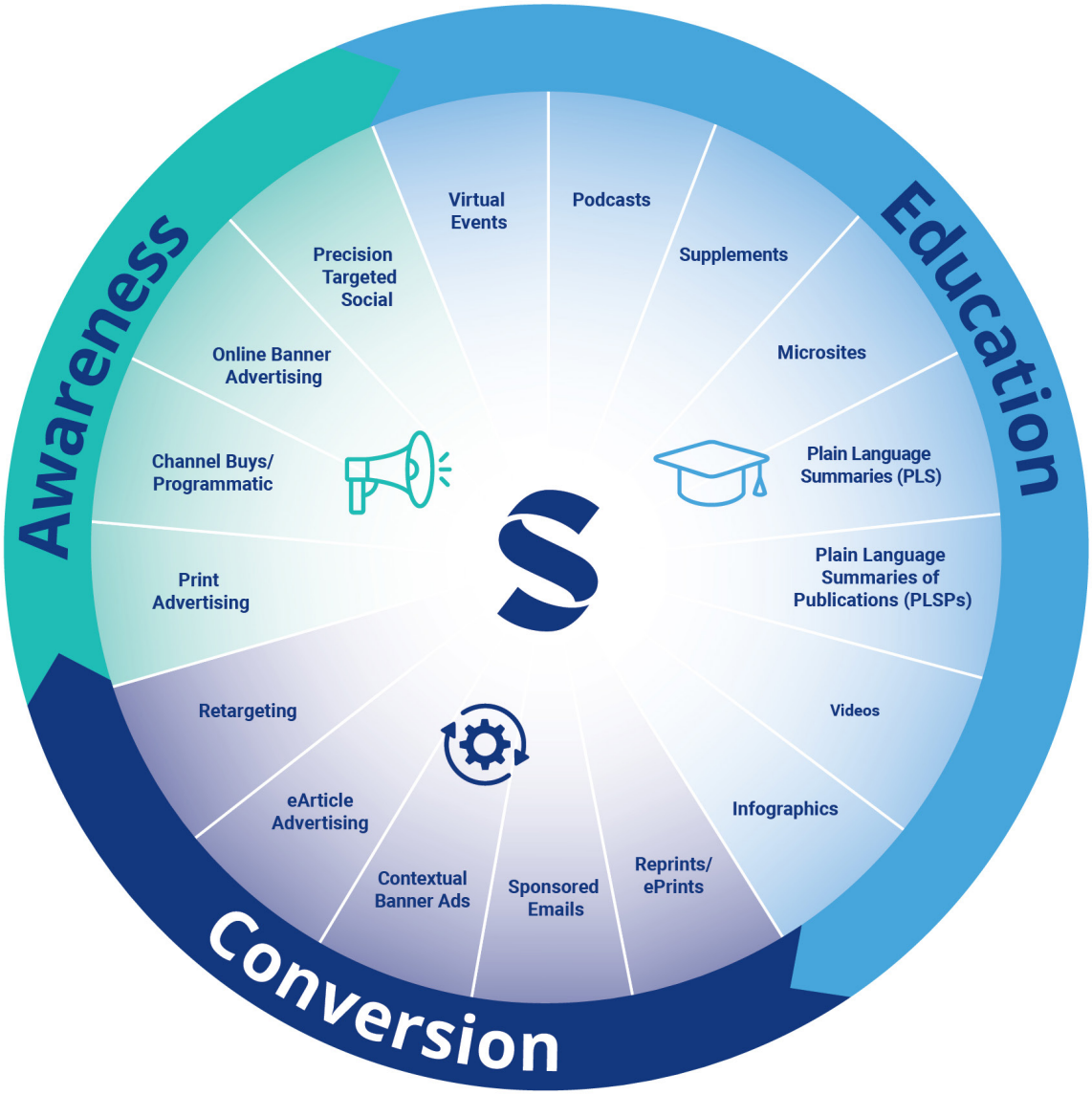
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CONTACTS



ADVERTISING
Sajeevi Henry
805.618.4557
Sajeevi.Henry@sagepub.com



SUPPLEMENTS AND SPECIAL SALES
Stacey Wayne
805.410.7065
Stacey.Wayne@sagepub.com

REPRINTS
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PUBLISHING SOLUTIONS
Alessandro Baliani
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