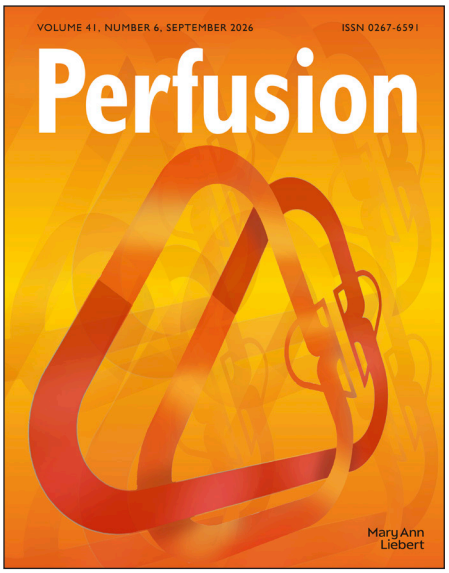
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Prakash P Punjabi, Imperial College Healthcare, Hammersmith Hospital, London, UK

DESCRIPTION: Perfusion provides current information on all aspects of perfusion, oxygenation and biocompatibility and their use in modern cardiac surgery. The journal is at the forefront of international research and development and presents an appropriately multidisciplinary approach to perfusion science.

PERFUSION IS:

- Scientific with ground breaking articles from international authors
- Practical and directly relevant to the working perfusionist
- International and respected - containing reports on the latest research and treatment innovations
- High quality research, selected papers and collaborative ventures make this an extensive journal.

AFFILIATION: EuroELSO, Australian and New Zealand College of Perfusionists,
The Canadian Society of Clinical Perfusion and collaborative ventures with The American Academy of Cardiovascular Perfusion

READERSHIP PROFILE: Working perfusionists

IMPACT FACTOR: 1.3

***RANKING:** Peripheral Vascular Disease 76 out of 100

FREQUENCY: 12

CIRCULATION: 200

AVERAGE MONTHLY IMPRESSIONS: 47,909

AVERAGE MONTHLY PAGEVIEWS: 7,903

***RANKING:**
Cardiac & Cardiovascular Systems 184 out of 237

PRINT ADVERTISING

FULL COLOR RATES

COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,728	£1,598	£1,468
• OUTSIDE BACK COVER	£1,988	£1,838	£1,702
• INSIDE FRONT COVER	£1,900	£1,758	£1,614
• INSIDE BACK COVER	£1,815	£1,677	£2,259
• HALF PAGE	£948	£877	£807
• QUARTER PAGE	£583	£538	£495
• DOUBLE SPREAD	£3,457	£3,198	£2,934

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	COPY DEADLINE
JANUARY	13 NOVEMBER 2026	19 NOVEMBER 2026
FEBRUARY	15 DECEMBER 2026	21 DECEMBER 2026
MARCH	12 JANUARY 2027	18 JANUARY 2027
APRIL	11 FEBRUARY 2027	17 FEBRUARY 2027
MAY	16 MARCH 2027	22 MARCH 2027
JUNE	13 APRIL 2027	19 APRIL 2027
JULY	14 MAY 2027	20 MAY 2027
AUGUST	15 JUNE 2027	21 JUNE 2027
SEPTEMBER	13 JULY 2027	19 JULY 2027
OCTOBER	16 AUGUST 2027	20 AUGUST 2027
NOVEMBER	13 SEPTEMBER 2027	17 SEPTEMBER 2027
DECEMBER	15 OCTOBER 2027	21 OCTOBER 2027

MECHANICAL REQUIREMENTS

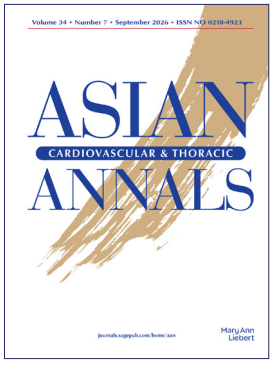
FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

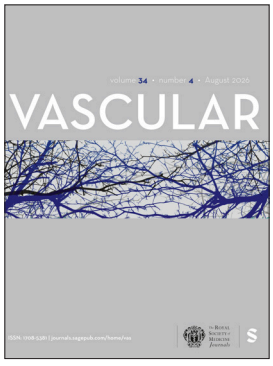
FOR ARTWORK SUBMISSION:
Email: advertising@sagepub.com

- **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.**

RELATED TITLES







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STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**£70**
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).

- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

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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 **Vascular 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.

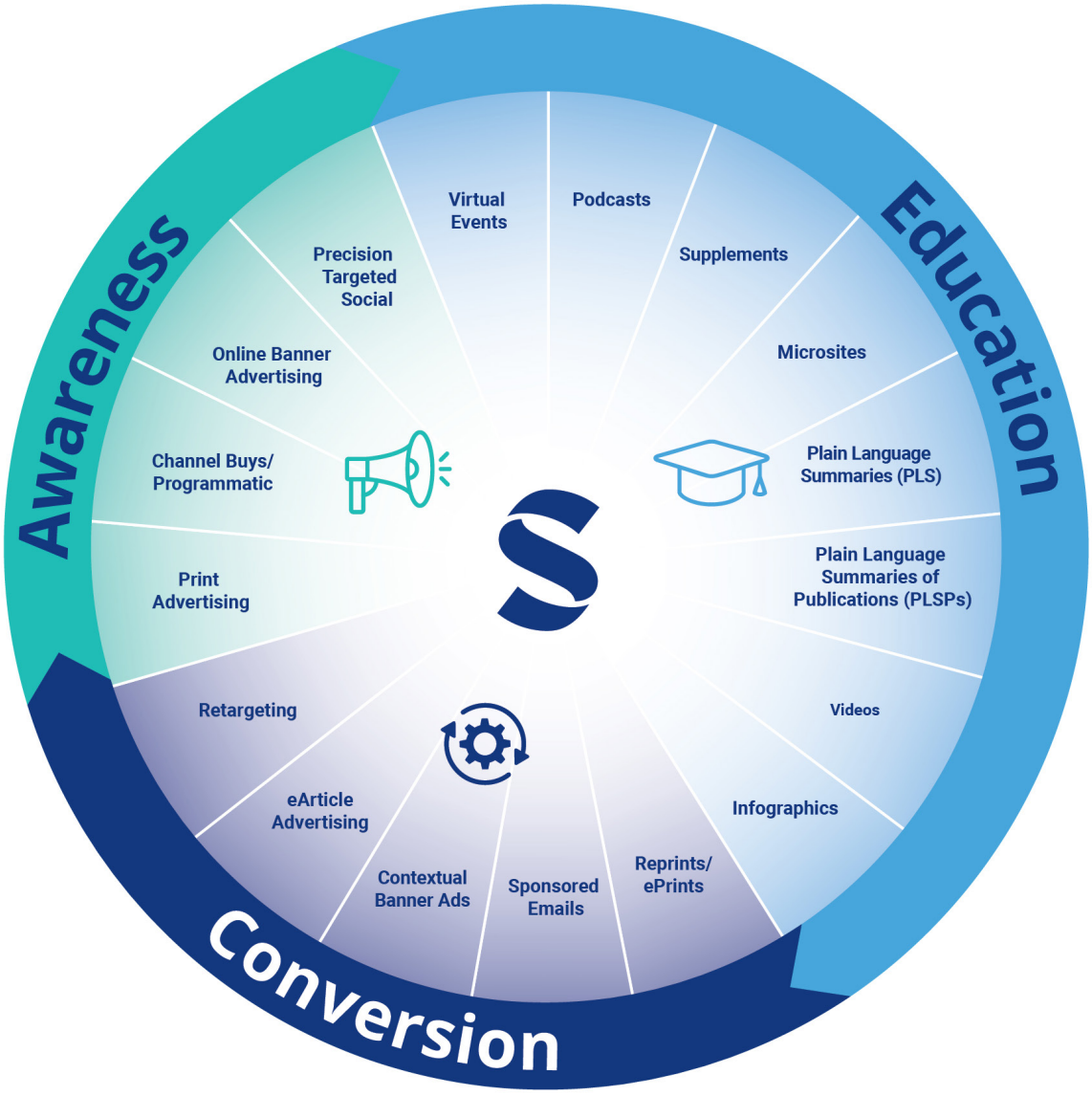
EBOOKS

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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