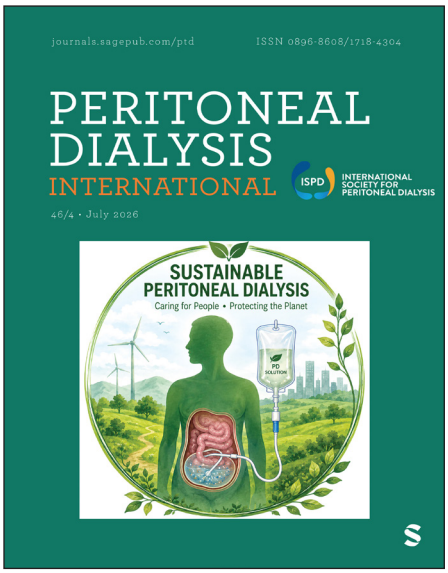
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Ankur Shah, Brown University, USA

DESCRIPTION: Peritoneal Dialysis International, the official journal of the International Society for Peritoneal Dialysis (ISPD), is the premier international publication dedicated to peritoneal dialysis. PDI welcomes original contributions dealing with all aspects of peritoneal dialysis from health care professionals and scientists working in the peritoneal dialysis field around the world. PDI offers a variety of possibilities for disseminating your message; developing relationships with the research and practice communities or publishing your own innovations and discoveries.

AFFILIATION: International Society for Peritoneal Dialysis (ISPD)

READERSHIP PROFILE: Nephrology professionals practicing PD, including members of the International Society for Peritoneal Dialysis

IMPACT FACTOR: 1.8

RANKING: Urology & Nephrology 83 out of 134

FREQUENCY: 6

CIRCULATION: 197

AVERAGE MONTHLY IMPRESSIONS: 39,273

AVERAGE MONTHLY PAGEVIEWS: 9,088

PRINT ADVERTISING

FULL COLOR RATES

COLOR	1 INSERTION	6 INSERTIONS
• FULL PAGE	£1,579	£1,462
• OUTSIDE BACK COVER	£2,847	£2,765
• INSIDE FRONT COVER	£2,537	£2,432
• INSIDE BACK COVER	£2,105	£1,988
• HALF PAGE	£976	£912
• DOUBLE SPREAD	£2,906	£2,765

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	COPY DEADLINE
JANUARY	17 NOVEMBER 2026	23 NOVEMBER 2026
MARCH	19 JANUARY 2027	25 JANUARY 2027
MAY	23 MARCH 2027	26 MARCH 2027
JULY	1 JUNE 2027	7 JUNE 2027
SEPTEMBER	2 AUGUST 2027	6 AUGUST 2027
NOVEMBER	30 SEPTEMBER 2027	6 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)

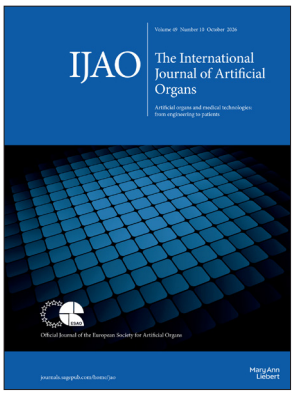
FOR ARTWORK SUBMISSION:
Email: advertising@sagepub.com

- **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







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

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

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 **Nephrology 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.

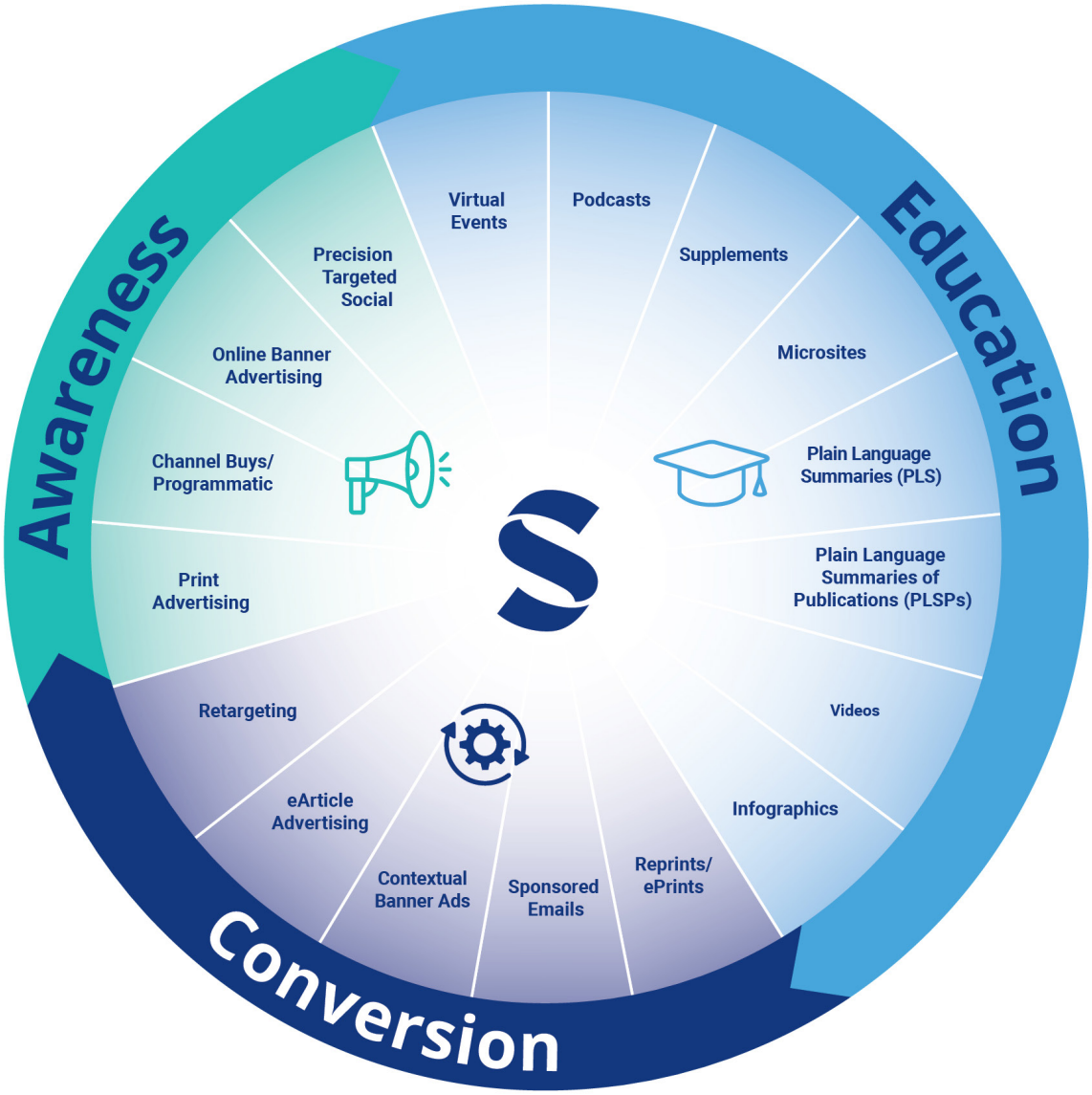
EBOOKS

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

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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