

GENERAL INFORMATION

The only international journal devoted exclusively to lupus (and related disease) research.

Lupus includes the most promising new clinical and laboratory-based studies from leading specialists in all lupus-related disciplines.

READERSHIP PROFILE

Invaluable reading, with extended coverage, lupus-related disciplines include:

- Rheumatology • Dermatology
- Immunology • Obstetrics
- Psychiatry • Cardiovascular Research

FREQUENCY

The journal is published 12 times a year

PRINT RUN
650



GEOGRAPHICAL BREAKDOWN

UK 9% North America 30%
Europe 35% Rest of the World 26%



CLOSING DATES – 2007

JANUARY ISSUE

Space Reservations 17/11/2006
Copy Deadline 24/11/2006
Mail Date 01/01/2007

FEBRUARY ISSUE

Space Reservations 22/12/2006
Copy Deadline 29/12/2006
Mail Date 01/02/2007

MARCH ISSUE

Space Reservations 22/01/2007
Copy Deadline 29/01/2007
Mail Date 01/03/2007

APRIL ISSUE

Space Reservations 20/02/2007
Copy Deadline 27/02/2007
Mail Date 01/04/2007

MAY ISSUE

Space Reservations 20/03/2007
Copy Deadline 27/03/2007
Mail Date 01/05/2007

JUNE ISSUE

Space Reservations 20/04/2007
Copy Deadline 27/04/2007
Mail Date 01/06/2007

JULY ISSUE

Space Reservations 22/05/2007
Copy Deadline 29/05/2007
Mail Date 01/07/2007

AUGUST ISSUE

Space Reservations 22/06/2007
Copy Deadline 29/06/2007
Mail Date 01/08/2007

SEPTEMBER ISSUE

Space Reservations 23/07/2007
Copy Deadline 30/07/2007
Mail Date 01/09/2007

OCTOBER ISSUE

Space Reservations 22/08/2007
Copy Deadline 29/08/2007
Mail Date 01/10/2007

NOVEMBER ISSUE

Space Reservations 24/09/2007
Copy Deadline 01/10/2007
Mail Date 01/11/2007

DECEMBER ISSUE

Space Reservations 23/10/2007
Copy Deadline 30/10/2007
Mail Date 01/12/2007

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

SPECIAL MARKETING OPPORTUNITIES

ARTICLE REPRINTS

Reprints of articles pertinent to your company's mission act as excellent marketing support materials. They add credibility to the story you are telling your customers and give detailed information in an objective format.

As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience - via the sales force, direct mail campaigns and as handouts at major conferences and exhibitions.

We can offer:

Printed Reprints: usually printed in their original format in black & white and/or colour, but can be laminated or have a special cover.

Electronic Reprints: are electronic copies of an article, in PDF form, for posting on a website or dissemination by e-mail.

Translation Reprints: a translated version of an article in another language.

Reprints Plus: a flexible package that lets you coordinate your advertising and reprint activities to add impact to your marketing campaign. We can also print reprints as a monograph. This is a selection of articles printed together as a booklet. They can be from different journals, with varying publication dates.

JOURNAL SUPPLEMENTS

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

INSERTS

Bound inserts, outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval.

BELLY BAND

Advertisement that wraps around middle of each issue.

Please contact **Leslie Reeves** for rates and more information about any of these opportunities.

ADVERTISING RATES – 2007

ADVERTISING RATES

B/W RATES

| Frequency | 1x | 3x | 6x | 12x |
|---------------|------|------|------|------|
| 1 PAGE | £900 | £867 | £805 | £722 |
| ½ PAGE | £666 | £641 | £595 | £534 |
| ¼ PAGE | £428 | £412 | £382 | £343 |

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.

COLOUR RATES

Additional standard colour (Cyan, Magenta, Yellow), per page/fraction, extra £1,195

Additional special colour, per page/fraction, extra £1,295

4 colour, per page/fraction, extra £1,995

Full colour charges also apply to fractional pages.

AGENCY COMMISSION 15%

COVER AND PREFERRED POSITION RATES

(NON-CANCELABLE):

Inside Front Cover: £2,030

Inside Back Cover: £1,750

Back Cover: £2,745

Facing Table of Contents: £1,750

Facing First Text Page: £1,650

Other specified positions: £1,195

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

PAYMENT TERMS

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers. Contact **Leslie Reeves** for full Terms and Conditions.

MECHANICAL REQUIREMENTS

| | |
|-----------------|-------------|
| Trim Size | 280 x 420mm |
| Full Page | 280 x 210mm |
| Outside Back | 280 x 210mm |
| Inside Front | 280 x 210mm |
| Facing Lead | 280 x 210mm |
| ½ page vertical | 280 x 105mm |
| Live matter: | 6mm |
| Linescreen: | 133 - 150 |

REQUIREMENTS FOR FILM

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, centre marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for colour. All colour pages must be accompanied by an identifiable SWOP-compliant proof.

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions:

We are happy to accept files on CD, PDF or by email

Image Size/Crop:

Crop marks should be placed on all adverts that bleed and offset

Proof Instructions:

All colour and greyscale graphics should be at 300 dpi (minimum) at the finished size.

All bitmap/line-art graphics should be 600 dpi (minimum) at the finished size.

Colour graphics must be in CMYK and/or pantones NOT RGB.

No ICC profiles should be attached to colours or images.

File Submission Instructions:

Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 9mm from gutter.

All live copy should be no closer than 6mm from the trim.

For inserts, 70gsm coated stock for minimum weight and 110gsm coated stock is the maximum

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

LUPUS

AN INTERNATIONAL JOURNAL

Volume 15 Number 7 2006

Editor
 Graham R.V. Hughes

ADDRESSES & NUMBERS

PUBLISHER:

SAGE Publications Ltd
 1 Oliver's Yard, 55 City Road, London, EC1Y 1SP

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DELIVER PRE-PRINTED INSERTS:

Ship to:
 Liz Wright,
 Customer Services Executive
 Pagebros
 Mile Cross Lane
 Norwich
 NR6 6SA
 Tel: 01603 778873
 Fax: 01603 778801