

JICS

Journal of the Intensive Care Society

Media rates and data 2012

- Quarterly journal
- Peer reviewed articles
- Read by key decision makers
in adult intensive care
throughout the UK

PUBLISHED BY
STANSTED NEWS LIMITED

 intensive care
society
care when it matters

JICS – an influential force in intensive care

JICS is the official journal of the Intensive Care Society. In 2008 the journal celebrated its ninth anniversary by undergoing a major relaunch. In 2012 it is going from strength to strength.

Its academic format reflects the standing of the society as the primary professional organisation in the UK that focuses on clinical standards, patient safety and professional development in intensive care. The journal contains peer reviewed articles encompassing the latest research data and educational initiatives. JICS has become a major force in the UK intensive care field.

Critical care medicine accounts for up to 20% of a hospital's drug budget and involves the use of state-of-the-art equipment, influencing purchase decisions throughout the hospital. The distribution of 3,500 includes all members of the Intensive Care Society including anaesthetists, surgeons and physicians as well as intensive care nurses and allied health professionals, such as unit managers, pharmacists and physiotherapists. The expanding distribution enables JICS to provide the most accurately targeted cost-effective medium available to reach the key decision makers involved in adult intensive care.

Advertising

Opportunities exist to place full colour advertisements on the covers of the journal and within the journal itself, towards the front and back.

Smaller advertisements can be placed at the back of the journal and these are ideal for publicising a course or study day, or for recruitment advertising. Discounts are available for ICS Industry partner members and for ICS members and charities. Need some help putting your advertisement together? Give us a call.

Supplements

ICS industry partner members can book supplements to be mailed out with JICS varying in size from four pages to 32 pages. Production is handled by the JICS editorial office. Prices on application.

JICS on the web

Banner positions can be booked on the JICS home page and the latest issue page – ideal places to promote a product or a study day to all the intensivists visiting the JICS web site.

Jobs and conference ads from the printed journal appear on the dedicated page on the JICS web site. In addition web-only ads can be booked in between issues of JICS.

For more information please contact Christine Bishop on **01279 714510** or christine@stanstednews.com

JICS is published quarterly by Stansted News Ltd, a small medical publisher with a reputation for quality journal production.

<http://journal.ics.ac.uk>

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Publication schedule 2012

In 2012 JICS will be published in January, April, July and October. Deadline dates for booking advertising and supplying artwork are shown below. All advertising material needs to be approved prior to publication by the JICS editor.

An email alert is sent out approximately two months prior to publication, listing the articles planned for publication in that issue. To be added to this email alert, please email jics@stanstednews.com

ISSUE	JANUARY	APRIL	JULY	OCTOBER
Ad booking deadline:	5 January	4 April	4 July	4 October
PDF for approval:	9 January	6 April	6 July	8 October
Advertising materials:	10 January	10 April	10 July	10 October
Publication:	20 January	20 April	20 July	19 October

Advertising

All enquiries regarding advertising and booking should be addressed to:

Christine Bishop
Stansted News Ltd, 134 South Street,
Bishop's Stortford, Herts, CM23 3BQ
Tel: 01279 714510

email: jics@stanstednews.com

Advertising rates

	Standard rate	Industry partner rate	Charities/ICS member rate
Cover positions	£1,575	£1,417	£1,102
4 colour A4 page	£1,470	£1,323	£1,029
4 colour half page	£892	£803	£625
4 colour quarter page	£525	£472	£367
Mono A4 page	£945	£850	£661
Mono half page	£577	£520	£404
Mono quarter page	£367	£330	£257
Inserts*	£682	£614	£477
Printed supplements	Price on application		

Series of 3 or 4 additional 10% discount Agency discount 10%

Advertising on the JICS website

Banners on the web	£300 per month
Web-only job ads	£300 per month

Special notes

- All rates are subject to an additional 20% VAT
- *Loose insert rates are based on a single sheet, up to A4 in size and 10g in weight. An additional charge will be made for larger inserts.
- Bleed advertising is available for half page and full page advertisements.
- Recognised advertising agencies providing finished digital materials may deduct a commission of 10 per cent from the published rates.

Print specification

JICS is printed sheetfed offset on to coated stock, perfect bound and trimmed to A4 size. Advertising materials should be supplied as high resolution, CMYK, font-embedded PDF or EPS files. QuarkXPress 8.5 digital files, including fonts and images at 300dpi can be accepted, so please call for further information.

Artwork sizes (width x depth, mm)		
Standard A4 page trim size is 210mm x 297mm		
	Standard	Bleed
Double page	390 x 268	426 x 303
Back cover	180 x 268	216 x 303
Inside front cover	180 x 268	216 x 303
Page	180 x 268	216 x 303
Half page	180 x 131 (landscape)	
	87 x 268 (portrait)	
Quarter page	87 x 131	

Intensive Care Society

JICS is published on behalf of the UK Intensive Care Society. Any enquiries regarding the ICS or invoice payments should be addressed to Pauline Kemp, Head of Secretariat, Intensive Care Society, Churchill House, 35 Red Lion Square, London WC1R 4SG.
Tel: 020 7280 4350, email: pauline@ics.ac.uk, www.ics.ac.uk

BOOKING CONDITIONS

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the *British Code of Advertising, Sales Promotion and Direct Marketing*.
2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's announcement.
4. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
5. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than one week

before the copy date. The cancellation by the customer of any advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable if the advertising had been published.

6. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 4, all unearned series discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.

7. Where credit facilities are granted, failure to pay accounts within 30 days nett from the invoice date will make advertising agencies liable to the following reductions in any commission otherwise allowed to agencies:-

- (a). 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.
- (b). The full 15 per cent where the sum owing remains unpaid two months after due date.

8. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date the Publisher reserves the right to repeat the copy last used.

9. All advertisement orders, amendment and cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.

10. Provided copy is received by the stipulated copy date, except in the case of repeat advertisements, the Publisher will provide proofs if requested and it is practicable to do so.

11. The Advertiser shall be responsible for the insurance of all advertisement material delivered by him to the Publisher and the Publisher cannot accept any responsibility for loss or damage.

12. The Publisher reserves the right to destroy all materials which have been in his custody for 12 months, provided that the Advertiser or his agent has not given instructions to the contrary. The Publisher may exercise this right without notice.

13. All advertisements due to appear in JICS will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of the *British Control of Misleading Advertisements Regulations, 1988, and its amendments in 2000 and 2003*.