

# Journal of Orthopaedic Trauma

- 2,154 Total Subscribers
- 41,132 Average Monthly Visits

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Journal Cover Image

## Website

<http://www.jorthotrauma.com/>

## Content Focus

*Journal of Orthopaedic Trauma* is devoted exclusively to the diagnosis and management of hard and soft tissue trauma, including injuries to bone, muscle, ligament, and tendons, as well as spinal cord injuries. Under the guidance of a distinguished international board of editors, the journal provides the most current information on diagnostic techniques, new and improved surgical instruments and procedures, surgical implants and prosthetic devices, bioplastics and biomaterials; and physical therapy and rehabilitation.

## Organizational Affiliation

Official publication of the Orthopaedic Trauma Association; AO Trauma North America; Belgian Orthopaedic Trauma Association; Canadian Orthopaedic Trauma Society; Foundation for Orthopedic Trauma; International Society for Fracture Repair; and The Japanese Society for Fracture Repair

## Impact Factor

1.897

## Impact Factor Ranking

Orthopedics 43/82, Sports Sciences 46/85

## Editor-in-Chief

Roy W. Sanders, MD

## Frequency

12 issues / year

## Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## Distribution

Print Circulation: 1,498

Electronic-Only Circulation: 656

Total Subscribers: 2,154

## Website Engagement

Average Monthly Visits: 41,132

Average Monthly Page Views: 76,789

# Run of Book Rates

Rates apply to inclusion in Print issues.

| Volume | Full Page Color | Full Page B/W (PI) | 1/2 Page Color | 1/2 Page B/W (PI) |
|--------|-----------------|--------------------|----------------|-------------------|
| 1x     | \$4,975         | \$2,670            | \$4,280        | \$1,975           |
| 3x     | \$4,935         | \$2,630            | \$4,205        | \$1,900           |
| 6x     | \$4,850         | \$2,545            | \$4,185        | \$1,880           |
| 12x    | \$4,750         | \$2,445            | \$4,120        | \$1,815           |
| 18x    | \$4,665         | \$2,360            | \$4,085        | \$1,780           |
| 36x    | \$4,590         | \$2,285            | \$4,035        | \$1,730           |

## Cover and Preferred Position Rates

- **Cover 2:** 50% of earned B/W (PI) page rate
- **Cover 3:** 25% of earned B/W (PI) page rate
- **Cover 4:** 35% of earned B/W (PI) page rate
- **Other Preferred Positions:** 25% of earned B/W (PI) page rate

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

## Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

| Full Page | 1/2 Page | 1/4 Page | 1/8 Page |
|-----------|----------|----------|----------|
| \$3,800   | \$2,600  | \$1,730  | \$1,120  |

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

## Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

## Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

## Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure.

## 3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

## eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

## Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum

impact.

- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

## Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

## Closing Dates

| Issue     | Run of Book | Space Career & Events | Section Space and Materials | Run of Book | Print Materials | Insert Materials | Approximate Mail Date |
|-----------|-------------|-----------------------|-----------------------------|-------------|-----------------|------------------|-----------------------|
| January   | 11/13/2020  | 11/18/2020            |                             | 11/25/2020  |                 | 11/25/2020       | 12/16/2020            |
| February  | 12/22/2020  | 12/28/2020            |                             | 1/5/2021    |                 | 1/5/2021         | 1/22/2021             |
| March     | 1/20/2021   | 1/25/2021             |                             | 2/1/2021    |                 | 2/1/2021         | 2/19/2021             |
| April     | 2/16/2021   | 2/19/2021             |                             | 2/26/2021   |                 | 2/26/2021        | 3/17/2021             |
| May       | 3/25/2021   | 3/30/2021             |                             | 4/6/2021    |                 | 4/6/2021         | 4/23/2021             |
| June      | 4/20/2021   | 4/23/2021             |                             | 4/30/2021   |                 | 4/30/2021        | 5/19/2021             |
| July      | 5/17/2021   | 5/20/2021             |                             | 5/27/2021   |                 | 5/27/2021        | 6/16/2021             |
| August    | 6/16/2021   | 6/21/2021             |                             | 6/28/2021   |                 | 6/28/2021        | 7/16/2021             |
| September | 7/20/2021   | 7/23/2021             |                             | 7/30/2021   |                 | 7/30/2021        | 8/18/2021             |
| October   | 8/18/2021   | 8/23/2021             |                             | 8/30/2021   |                 | 8/30/2021        | 9/17/2021             |
| November  | 9/16/2021   | 9/21/2021             |                             | 9/28/2021   |                 | 9/28/2021        | 10/15/2021            |
| December  | 10/21/2021  | 10/26/2021            |                             | 11/2/2021   |                 | 11/2/2021        | 11/19/2021            |

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Perfect

### Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

### Run of Journal Page Sizes

|                      | Non-Bleed Size |        | Bleed Size |           |
|----------------------|----------------|--------|------------|-----------|
|                      | Width          | Height | Width      | Height    |
| Full page:           | 7"             | x 10"  | 8 3/8"     | x 11 1/8" |
| 1/2 page horizontal: | 7"             | x 5"   | 8 3/8"     | x 5 1/2"  |
| 1/2 page vertical:   | 3 1/2"         | x 10"  | 4 1/4"     | x 11 1/8" |

### Career & Events Section Page Sizes

|                      | Non-Bleed Size |          |
|----------------------|----------------|----------|
|                      | Width          | Height   |
| Full page:           | 7 1/4"         | x 9 7/8" |
| 1/2 page horizontal: | 7 1/4"         | x 4 3/4" |
| 1/2 page vertical:   | 3 1/2"         | x 9 7/8" |
| 1/4 page:            | 3 1/2"         | x 4 3/4" |
| 1/8 page:            | 3 1/2"         | x 2 1/8" |

[Download Career & Events Section guidelines](#)

### Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad

size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

## Insert Requirements

- **Acceptance:** Sample of insert must be submitted to your Sales Representative for approval.
- **Sizes:** 2-page insert: 8 3/8" x 11 1/8"; 4-page insert: 16 3/4" x 11 1/8" (before folding). Keep live matter 1/2" from trim. All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.
- **Paper Stock:** Maximum 80 lb. coated.
- **Quantity:** Consult Production Associate
- **BRMs:** 4 1/4" x 6" minimum, allow 1/8" head and gutter trim and 3/8" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.
- **Packing Instructions:** Carton packing preferred with publication, quantity, and issue clearly indicated.
- **Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

## Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

## Advertising Representative (U.S.)

- **Name:** Tom Pitofsky
- **Phone:** 661-296-8213
- **Email:** [tom.pitofsky@wolterskluwer.com](mailto:tom.pitofsky@wolterskluwer.com)

## Advertising Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** [ben.newall@wolterskluwer.com](mailto:ben.newall@wolterskluwer.com)

## Recruiting Representative (U.S.)

- **Name:** Terry Paolino
- **Phone:** 774-235-5039
- **Email:** [terry.paolino@wolterskluwer.com](mailto:terry.paolino@wolterskluwer.com)

## Recruiting Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** [ben.newall@wolterskluwer.com](mailto:ben.newall@wolterskluwer.com)

## Reprints Representative (U.S.)

- **Name:** Meredith Edelman
- **Phone:** 215-356-2721
- **Email:** [meredith.edelman@wolterskluwer.com](mailto:meredith.edelman@wolterskluwer.com)

## Reprints Representative (Europe)

- **Name:** Therese Tshiteya
- **Email:** [internationalreprints@wolterskluwer.com](mailto:internationalreprints@wolterskluwer.com)

## Advertising Coordinator

- **Name:** Linda Meshey
- **Phone:** 215-521-8386
- **Email:** [linda.meshey@wolterskluwer.com](mailto:linda.meshey@wolterskluwer.com)

## Production Associate

- **Name:** Colette Lind
- **Phone:** 410-528-8548
- **Email:** [colette.lind@wolterskluwer.com](mailto:colette.lind@wolterskluwer.com)

## Related Media Kits

- [JAAOS: Journal of the American Academy of Orthopaedic Surgeons](#)

- [JAAOS Global Research & Reviews](#)
- [JBJS Portfolio](#)
- [Techniques in Foot & Ankle Surgery](#)
- [Techniques in Hand & Upper Extremity Surgery](#)
- [Techniques in Shoulder & Elbow Surgery](#)
- [Techniques in Orthopaedics](#)
- [Journal of Pediatric Orthopaedics](#)
- [Clinical Orthopaedics and Related Research](#)
- [OTA International](#)

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