

Surgeons'news

www.surgeonsnews.com The Royal College of Surgeons of Edinburgh

About the magazine

Surgeons' News is the professional magazine for Fellows and Members of the Royal College of Surgeons of Edinburgh (RCSEd) – one of the world's oldest medical institutions. Published quarterly, it features comment from prominent opinion-leaders, reviews, and reports on subjects relevant to surgeons.

The wide-ranging interests of readers in 100 countries around the world are met through two editions; Surgeons' News for the UK, and

SN Global for international readers. Each edition of Surgeons' News goes to 9,923 UK surgeons; and SN Global goes to 6,607 surgeons worldwide – a combined circulation of 16,530 surgeons. Surgeons' News is highly regarded by its readers because most of the news and features in each edition is supplied by our readers. Its eclectic combination of news, views, and lifestyle from surgeons around the world helps Surgeons' News achieve readership levels of 93%.

Advertising sizes and rates



Full Page

£1000

Text area: (white border around)
W 166mm X H 249mm

Full bleed:
W 216mm X H 281mm

Trim size of magazine:
W 210mm X H 275mm

Half Page

£600

Horizontal:
W 166mm X H 122mm

Vertical:
W 81mm X H 249mm

Quarter Page

£300

W 81mm X H 122mm

Footer Advert

£300

W 166mm X H 25mm

Getting it right first time

We must ask that all supplied artwork be created according to our attached artworking guide. This is essential to ensure your advert appears correctly in the magazine. We provide guidance on the safe area for text, the bleed requirements and filetypes. While we do perform basic checks on your artwork when it arrives, printing or trimming issues caused by non-compliant artwork are entirely the responsibility of the designer. Please read twice to avoid designers' remorse!

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Creating your advert - Full page advert with bleed

If your artwork is to run all the way to the edges of the page, you must include bleed space beyond the actual size of the advert. This allows for any variances in the trimming of the pages (these are a fact of life in the world of print) so that you won't get any unwanted white edges. If your advert does not run to the page edges, you don't need to worry about this.



Page size - W 210mm X H 275mm
create your document to this size.

Bleed area - 3mm
if using inDesign, you can specify a bleed size of 3mm and it will give you guides to work to. If you are using Quark, you will need to add these manually 3mm beyond the page area. Any blocks of colour or photographs that you wish to run up to the edge of the page should be extended to this line.

Safe area - W 166mm X H 281mm
to ensure a safe margin and to prevent text disappearing into the binding, keep your important items - particularly text - within this space.

Preparing your art for print

All artwork should be created in four colour CMYK mode - no RGB or Pantone colours please!

Any photographs you use should be at 300dpi and again in CMYK colour mode. Once added to your layout, do not scale them above 100% in size.

Your final design should be supplied in PDF form. Both Quark and inDesign allow for direct export of PDFs.

When creating your PDF, please use the PDF/X-1a: 2001 standard settings which should be included with your page layout software.

Bookings and Questions

Please contact the Surgeons' News Advertising Manager to make your bookings, or if you have any queries

David Cox
Surgeon's News Advertising Manager
121 Selkirk Drive
Oakridge Park
Milton Keynes
MK14 6FH

Tel: 01908 227954
Email: surgeons_news@btinternet.com

The publishers terms and conditions

- 1 Unless stated, any agreed discount will apply to the standard rate card in operation during the period of any contracted agreement including premiums for guarantees.
- 2 The Royal College of Surgeons of Edinburgh (herein referred to as the Publisher) reserves the right to vary advertising rates during the period of any contracted agreement and will notify the Advertiser in writing one month before applying the new rates.
- 3 The Publisher reserves the right to amend the position and colour specification of any advertisement without reference to the Advertiser. Where this is the case any premium paid by the Advertiser will be credited and they will only be liable for the base rate card cost of the advertisement less any agreed discount.
- 4 The Publisher reserves the right to recharge in respect of any shortfall should the Advertiser fail to place the agreed volume of advertising within the period of any contracted agreement.
- 5 The Publisher will be entitled to charge the amounts of any VAT payable whether or not included on the estimate, proposal or invoice.
- 6 The Publisher reserve the right to withdraw credit facilities and charge interest at 4% above the Royal Bank of Scotland base rate where payments are not made in accordance with the stated credit terms. Advertisers' credit terms: 14 days from the date of invoice.
- 7 Although every precaution is taken to ensure prompt and accurate insertion of all advertisements, the Publisher does not guarantee the insertion of an advertisement in any specific issue, position, or at all.
- 8 The Publisher will not be liable for any loss occasioned by the failure of any advertisement to appear, however such failure may be caused. Where an error, misprint or omission in the publication of an advertisement or part of an advertisement materially detracts from its value and is directly attributable to an act or default of the publisher, the publisher limits its liability to a refund of the cost of that advertisement.
- 9 The Publisher will not be liable for any loss occasioned by an omission or misprint in the production of any advertisement, however such an omission or misprint may be caused.

10 Where appropriate, "advertisement" includes a loose or bound-in insert. If it is intended to include a competition or a special offer within an advertisement, full details should be submitted at time of booking. The advertiser must abide by the Publisher's published booking and cancellation deadlines. Failure to do so will result in the original charge for any advertising being observed.

11 It is a requirement of the Publisher that the advertiser undertakes to make available copy and materials necessary for reproduction within the agreed deadline. If these are not supplied by the agreed copy date, proofs cannot be supplied or corrections made, and the Publisher will repeat the most appropriate copy. The Publisher reserves the right to refuse any advertisement submitted for publication.

12 The Publisher does not accept responsibility for errors arising from copy or materials that do not meet Publisher specifications. Refunds will not be given when such materials subsequently lead to inferior or incorrect reproduction.

13 By accepting the Publisher's terms and conditions, the advertiser should warrant that the advertisement breaches neither an Act of Parliament nor the British Codes of Advertising and Sales Promotion. The Publisher reserves the right not to print any matter which in the opinion of the Publisher may be of an illegal or libellous nature. The placing of an order by an advertiser constitutes an assurance that all necessary authority and permission has been secured for the content. The Publisher will be indemnified by the customer in respect of any claims, costs and expenses arising out of any libellous matter printed for the customer or any infringement of copyright, patent or design.

14 Force majeure - every effort will be made to carry out the customer's advertisement(s) requirements but its due performance is subject to cancellation by the Publisher or to such variation as may be found necessary due to the unavailability of labour, materials or other cause (whether of the foregoing class or not) beyond the Publisher's control.

15 Charges will be made to the Advertiser where extra production work is necessary owing to defects of the Advertiser/their agents.

16 Queries on any advertisements must be raised within 14 days of receipt of invoice.

17 The construction, validity and performance of this agreement shall be governed by the Laws of Scotland.