

Economics

Business Economics (New)

BE is an essential resource for people who apply economics in their jobs. It provides a leading forum for debating solutions to critical business problems, with best-practice models, tools and hands-on techniques from professionals in business.

The official journal of the National Association for Business Economics (NABE).

Readership: Academics, researchers, financial institutions and companies, government and policy makers.

Circulation: 800

Web visits/month: New in 2009

Dimensions

- **Trimmed page size (mm):** 280 x 210
- **Full page ad dimensions (mm):** 250 x 180
- **Bleed ad dimensions (mm):** 286 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 250 x 85

Price Band: B

www.palgrave-journals.com/be/



Comparative Economic Studies

CES focuses on the issues of transition for countries moving from centrally planned to market economies, with an emphasis on economic policy research.

A journal of the Association for Comparative Economic Studies.

Readership: Academics in transition economics, comparative economic systems, development economics and area studies.

Circulation: 800

Web visits/month: 3,500

Dimensions

- **Trimmed page size (mm):** 234 x 156
- **Full page ad dimensions (mm):** 204 x 126
- **Bleed ad dimensions (mm):** 240 x 162

Price Band: B

www.palgrave-journals.com/ces/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
44.1	January	09 Dec 08	05 Jan 09
44.2	April	09 Feb 09	26 Feb 09
44.3	July	11 May 09	28 May 09
44.4	October	05 Aug 09	24 Aug 09

Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
51.1	March	10 Dec 08	05 Jan 09
51.2	June	19 Mar 09	03 Apr 09
51.3	September	22 Jun 09	07 Jul 09
51.4	December	29 Sep 09	15 Oct 09

Economics

Eastern Economic Journal

Publishes papers written from every perspective in all areas of economics and is committed to free and open intellectual inquiry from diverse philosophical perspectives.

A quarterly publication of the Eastern Economic Association.

Readership: Academics and researchers in the area of theoretical and applied economics.

Circulation: 1,300

Web visits/month: 1,700

Dimensions

- **Trimmed page size (mm):** 255 x 178
- **Full page ad dimensions (mm):** 225 x 148
- **Bleed ad dimensions (mm):** 261 x 184

Price Band: B

www.palgrave-journals.com/eej/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
35.1	January	14 Oct 08	29 Oct 08
35.2	April	15 Jan 09	03 Feb 09
35.3	July	16 Apr 09	04 May 09
35.4	October	18 Aug 09	03 Sep 09

IMF Staff Papers

First published in 1950, *IMF Staff Papers* is an authoritative and celebrated economics and finance publication. As the official research journal of the International Monetary Fund (IMF), the Journal publishes high quality, peer-reviewed papers produced by IMF staff and invited guests. It also enjoys a significant circulation, readership, and status.

Readership: Academics and policymakers in the member countries of the International Monetary Fund.

Circulation: 3,500

Web visits/month: 2,700

Dimensions

- **Trimmed page size (mm):** 255 x 178
- **Full page ad dimensions (mm):** 225 x 148
- **Bleed ad dimensions (mm):** 261 x 184

Price Band: A

www.palgrave-journals.com/imfsp/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
56.1	April	04 Feb 09	19 Feb 09
56.2	June	03 Apr 09	22 Apr 09
56.3	August	09 Jun 09	24 Jun 09
56.4	November	03 Sep 09	22 Sep 09

Economics

Maritime Economics & Logistics

A scholarly peer-reviewed publication, *MEL* promotes maritime economics and logistics as a distinct and well defined branch of both applied economics and international business.

Readership: Academics, researchers, policy-makers and practitioners in maritime and transport economics and logistics.

Circulation: 600

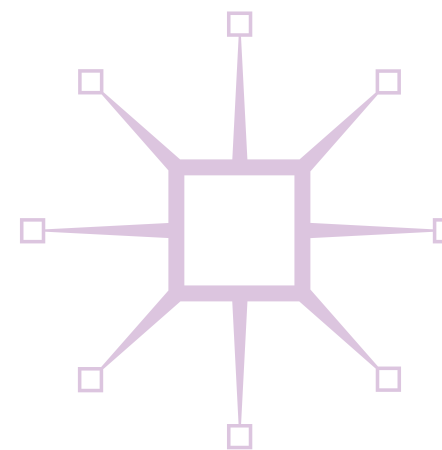
Web visits/month: 4,900

Dimensions

- **Trimmed page size (mm):** 234 x 156
- **Full page ad dimensions (mm):** 204 x 126
- **Bleed ad dimensions (mm):** 240 x 162

Price Band: C

www.palgrave-journals.com/mel/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
11.1	March	09 Dec 08	02 Jan 09
11.2	June	10 Mar 09	26 Mar 09
11.3	September	19 Jun 09	06 Jul 09
11.4	December	16 Sep 09	05 Oct 09

Price Bands

JOURNAL TITLE	PRICE BAND
Acta Politica	B
American Journal of Psychoanalysis	B
Asian Business & Management	C
British Politics	C
Business Economics NEW	B
Comparative Economic Studies	B
Comparative European Politics	C
Contemporary Political Theory	C
Corporate Reputation Review	B
Crime Prevention & Community Safety	C
Development	A
Eastern Economic Journal	B
The European Journal of Development Research NEW	B
European Journal of Information Systems	A
European Management Review	A
European Political Science	A
Feminist Review	A
French Politics	C
The Geneva Papers on Risk and Insurance - Issues and Practice	B
The Geneva Risk and Insurance Review	B
Higher Education Policy	B
IMF Staff Papers	A
Information Visualization	C
International Abstracts in Operations Research	A
International Journal of Disclosure and Governance	C
International Journal of Educational Advancement	C
International Politics	B
Journal of Asset Management	B
Journal of Banking Regulation	B
Journal of Brand Management	A
Journal of Building Appraisal	C

JOURNAL TITLE	PRICE BAND
Journal of Commercial Biotechnology	C
Journal of Database Marketing & Customer Strategy Management	C
Journal of Derivatives & Hedge Funds	B
Journal of Digital Asset Management	C
Journal of Direct, Data and Digital Marketing Practice	A
Journal of Financial Services Marketing	C
Journal of Generic Medicines	B
Journal of Information Technology	A
Journal of International Business Studies	A
Journal of International Relations and Development	C
Journal of Medical Marketing	C
Journal of the Operational Research Society	A
Journal of Public Health Policy	B
Journal of Retail & Leisure Property	C
Journal of Revenue and Pricing Management	C
Journal of Simulation	B
Journal of Targeting, Measurement and Analysis for Marketing	B
Knowledge Management Research and Practice	B
Latino Studies	B
Maritime Economics & Logistics	C
Organization Management Journal (Online only)	C
OR Insight NEW	C
Pensions	B
Place Branding and Public Diplomacy	C
Polity	B
Psychoanalysis, Culture & Society	C
Risk Management	B
Security Journal	B
Social Theory & Health	C
Subjectivity	C
Tourism and Hospitality Research	C
URBAN DESIGN <i>International</i>	C

Rates

		Price Band		
		A	B	C
Mono	Full Page	£700	£500	£400
	Half Page*	£450	£350	£250
Four Colour	Full Page	£1400	£1000	£800
	Half Page*	£900	£700	£550
Two Colour	Full Page	£800	£650	£550
Double Page Spread	Colour	£2200	£1750	£1500
	Mono	£1100	£850	£750
Online**	Large Banner	£700	£500	£400
	Large Skyscraper	£600	£450	£350
	Small	£250	£200	£150
Inserts***		£700	£500	£400
Guaranteed Position		+10%		
Special Position		By Arrangement		
Agency Discount		-10%		
Publisher Discount		-20%		
Series Discount		By Arrangement		

* Not available for all journals

** Rates per one month online. Discounts available for longer bookings.

*** To place inserts in all copies of a journal. Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.

Mechanical Data

Copy Dates	Approximately six weeks before publication. See individual titles for dates.
Conditions	Cancellation of four-colour bookings cannot be accepted within seven weeks of insertion dates. Late delivery of material may incur forfeiture of space booked at full cost. No extra charges for bleed.
Print	Please supply press-optimised PDF or EPS files with a minimum resolution of 300 dpi. Mono ads should be supplied in greyscale, 4-colour ads should be supplied in CMYK separated format. If possible, please supply pantone numbers for colour ads. See individual journals for trim and advert sizes. Half-page dimensions are supplied where available.
Online	Online advertisements are present on ALL pages associated with the journal. Advertising rates are for a time period of one month. Discounts are available for longer bookings. Please supply static JPEGs, optimised to be as small as possible. Banner (horizontal): 728 pixels wide by 90 pixels high. These may be animated. Animated ads should be submitted in GIF format. Skyscraper (vertical): 160 pixels wide by 555 pixels high. Small: 160 pixels wide by 140 pixels high.
Inserts	Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.
Copy	Please send copy to: Advertising Department, Palgrave Macmillan Journals Houndmills, Basingstoke, Hampshire RG21 6XS, United Kingdom Tel: +44 (0)1256 302971 Fax: +44 (0)1256 353774 Email: advertising@palgrave.com