

Education

Higher Education Policy

HEP provides an international platform to the world's higher education community for sharing information, experience and ideas on the role of higher education in society today.

The journal of the International Association of Universities.

Readership: Academics, researchers, administrators and practitioners in higher education.

Circulation: 1,050

Web visits/month: 9,200

Dimensions

- **Trimmed page size (mm):** 240 x 165
- **Full page ad dimensions (mm):** 210 x 135
- **Bleed ad dimensions (mm):** 246 x 171

Price Band: B

www.palgrave-journals.com/hep/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
22.1	March	23 Dec 08	16 Jan 09
22.2	June	31 Mar 09	17 Apr 09
22.3	September	2 Jul 09	17 Jul 09
22.4	December	29 Sep 09	15 Oct 09

International Journal of Educational Advancement

Publishes new ideas, shares examples of best practices, and develops a body of knowledge in educational advancement. Its contents acknowledge the increasingly complex management of advancement, with articles which provide in-depth and cutting-edge analysis of new concepts and applications.

Published in conjunction with the Association of Fundraising Professionals.

Readership: Academic researchers and advancement professionals working in schools, colleges and universities.

Circulation: 450

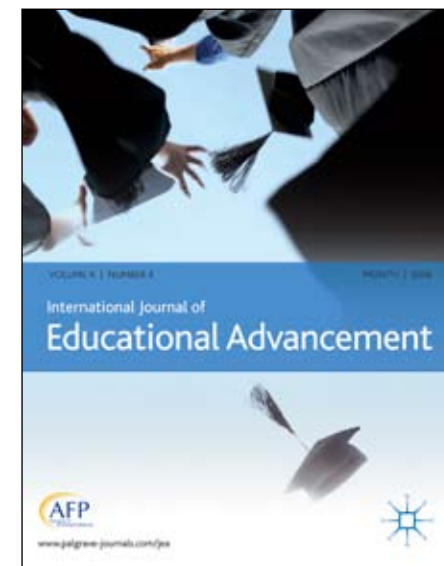
Web visits/month: 900

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: C

www.palgrave-journals.com/ijea/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
8.4	April	12 Feb 09	27 Feb 09
9.1	July	08 May 09	26 May 09
9.2	September	15 Jul 09	30 Jul 09
9.3	December	13 Oct 09	28 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