

# Information Systems & Technology

## European Journal of Information Systems

*EJIS* provides a distinctive perspective on the theory and practice of information systems for an international audience. It is consistently ranked as the top European IS journal and as one of the top five major IS journals in the world.

An official journal of The OR Society.

**Readership:** Researchers of IS, information management and systems development.

**Circulation:** 650

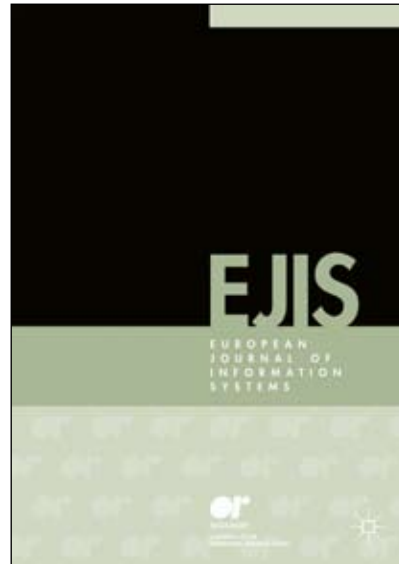
**Web visits/month:** 13,700

### 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:** A

[www.palgrave-journals.com/ejis/](http://www.palgrave-journals.com/ejis/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
18.1	February	04 Dec 08	19 Dec 08
18.2	April	11 Feb 09	26 Feb 09
18.3	June	02 Apr 09	21 Apr 09
18.4	August	02 Jun 09	17 June 09
18.5	October	22 Jul 09	06 Aug 09
18.6	December	22 Sep 09	08 Oct 09

## Information Visualization

A unique, single focus for the broad information visualization community, *IVS* provides a comprehensive forum, reflecting the rapid advances in the field; it is an essential journal for both researchers and practitioners.

**Readership:** Researchers of information visualization, scientific information visualization, medical information visualization, geographical information visualization and information studies.

**Circulation:** 350

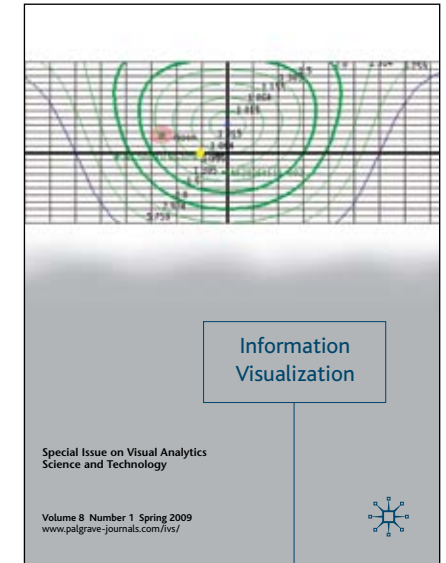
**Web visits/month:** 11,900

### 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:** C

[www.palgrave-journals.com/ivs/](http://www.palgrave-journals.com/ivs/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
8.1	Spring	07 Jan 09	22 Jan 09
8.2	Summer	06 Apr 09	23 Apr 09
8.3	Autumn	01 Jul 09	16 Jul 09
8.4	Winter	28 Sep 09	14 Oct 09

# Information Systems & Technology

## Journal of Information Technology

An accessible and dynamic forum for academics, advanced students and reflective practitioners, *JIT* publishes new work addressing all aspects of the management of IT.

**Readership:** Academics and reflective practitioners in the management of IT and IS.

**Circulation:** 550

**Web visits/month:** 11,850

### 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:** A

[www.palgrave-journals.com/jit/](http://www.palgrave-journals.com/jit/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
24.1	March	22 Dec 08	15 Jan 08
24.2	June	30 Mar 09	16 Apr 09
24.3	September	30 Jun 09	15 Jul 09
24.4	December	25 Sep 09	13 Oct 09

## Journal of Simulation

Publishes articles and technical notes from researchers and practitioners active in the field of simulation, including the techniques, tools, methods and technologies of the application and the use of discrete-event simulation.

An official journal of The OR Society.

**Readership:** Researchers and practitioners active in the field of simulation.

**Circulation:** 1,200

**Web visits/month:** 2,300

### 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/jos/](http://www.palgrave-journals.com/jos/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
3.1	March	05 Jan 09	20 Jan 09
3.2	June	02 Apr 09	21 Apr 09
3.3	September	03 Jul 09	20 Jul 09
3.4	December	30 Sep 09	16 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

<b>Copy Dates</b>	Approximately six weeks before publication. See individual titles for dates.
<b>Conditions</b>	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.
<b>Print</b>	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.
<b>Online</b>	Online advertisements are present on <b>ALL</b> 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. <b>Banner (horizontal):</b> 728 pixels wide by 90 pixels high. These may be animated. Animated ads should be submitted in GIF format. <b>Skyscraper (vertical):</b> 160 pixels wide by 555 pixels high. <b>Small:</b> 160 pixels wide by 140 pixels high.
<b>Inserts</b>	Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.
<b>Copy</b>	<b>Please send copy to:</b> Advertising Department, Palgrave Macmillan Journals Houndmills, Basingstoke, Hampshire RG21 6XS, United Kingdom  <b>Tel:</b> +44 (0)1256 302971 <b>Fax:</b> +44 (0)1256 353774 <b>Email:</b> advertising@palgrave.com