Advertising Rates 2010
effective January 1st, 2010

Knee Surgery, Sports Traumatology, Arthroscopy

— Official Journal of the European Society of Sports Traumatology, Knee Surgery and Arthroscopy
Affiliation
Official Journal of the European Society of Sports Traumatology, Knee Surgery and Arthroscopy (ESSKA)

Editor-in-Chief
J. Karlsson, Gothenburg
René Verdonk, Gent

Profile
The journal publishes papers about innovative knee surgery, sports surgery and arthroscopy. Each issue features a series of peer-reviewed articles that deal with diagnosis, management and basic research. Each issue contains at least one review article about an important clinical problem. Case presentation or short notes about technical innovations are also accepted for publication. The articles cover all aspects of knee surgery, all types of sports trauma and all types of arthroscopy. Articles on new diagnostic techniques and biomechanics of the joints, muscles and tendons are also included.

Science Citation Index
Impact Factor 1.696 (2008),
Section „Orthopedics“: Rank 20 of 48
Section Surgery”: Rank 56 of 148

Publisher
Springer-Verlag GmbH

Advertising Dept.
Science Communication/Advertising
Heidelberger Platz 3, 14197 Berlin, Germany
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Postal Address
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Print-run
1,800 copies
Subscription
1,486 copies
Total circulation
1,700 copies

Published
12 issues per year
Closing dates for space and/or material
on request

Target group
mainly members of the ESSKA, orthopaedists and surgeons

Circulation
Europe 83.1 %
USA/Canada 5.0 %
Asia/Japan 8.7 %
other countries 3.2 %

Distribution
paid subscription only

Reach Your Target Group!

as at November 2010
### Journal size
210 mm wide x 279 mm deep

### Bleed size
Add 3mm to trim size to all sides

### Ad sizes and Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Type Area Width x Depth</th>
<th>Trim Size Width x Depth</th>
<th>Rate b/w</th>
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<tbody>
<tr>
<td>Page facing 1st text page</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,460.–</td>
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<tr>
<td>1st right-hand ad page</td>
<td>175 x 240 mm</td>
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### Colour charges*)
- Each standard colour: € 395.–
- 4-colour-rate: € 1,040.–
- Each special colour: € 590.–

*(standard colours according to ISO 12647-2)

If the advertisement's format is ½ page or less, a 25% reduction in price is given.

### Discounts

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Space discount</th>
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<tr>
<td>3 x = 3 %</td>
<td>3 pages = 5 %</td>
</tr>
<tr>
<td>6 x = 5 %</td>
<td>6 pages = 10 %</td>
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<tr>
<td>12 x = 10 %</td>
<td>12 pages = 15 %</td>
</tr>
<tr>
<td>18 x = 15 %</td>
<td>18 pages = 20 %</td>
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### Printing method
- Offset printing

### Printing material
- Electronic data are preferred;
  - For your information please see our „data-ticket“ on www.springer.com/advertising

### Terms of payment
- Net 30 days after receipt of our invoice;
  - 2% cash discount if paid within 14 days of invoice date;
  - 3% cash discount if paid in advance of publication.

### Remittance to
- **Springer-Verlag GmbH**
  - Deutsche Bank AG, Berlin
  - A/C No. 021 61 76 (Bank Code No. 100 700 00)
  - IBAN: DE41 1007 0000 0021 6176 00
  - BIC: DEUTDEBB

- **HypoVereinsbank Heidelberg**
  - A/C No. 140 59 00 (Bank Code No. 672 202 86)
  - IBAN: DE73 6722 0286 0001 4059 00
  - BIC: HYVEDEMM479

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1 inch = 25.4 mm / 10 mm = 0.3937 inch

*) not subject to any discount
**Profile**

SpringerLink is one of the world’s leading databases for high-quality STM journals, book series, books and reference works. SpringerLink is a powerful central access point for academics, researchers and scientists.

**Page Impressions**

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Page impressions for specific subject codes or journals on request.

**Target group**

Academics worldwide

**Targeting**

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- **Subject area** – the subject areas are subdivided into 3 levels, from level 1 covering a broad spectrum to level 3 covering a very specific subject
- **Journal/Book** – the message will only appear to the readers of a particular journal or book
- **Demographic** – allows to target only readers in particular geographic regions

Linked to a URL of your choice!

**Cost Per Thousand**

<table>
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<tr>
<th>Level</th>
<th>(e.g. Medicine)</th>
<th>(e.g. Internal Medicine)</th>
<th>(e.g. Diabetes)</th>
<th>(e.g. Diabetologia)</th>
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<tr>
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<td>Level 3</td>
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</table>

**Placement**

On all abstract pages (for journals also on the table of content). Only one advert per page.

**Online Ad Format**

Size and format on request

**Advertising Manager**

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