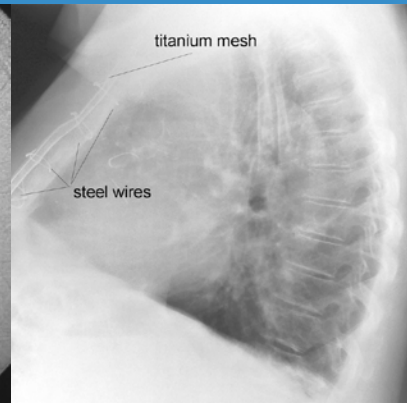
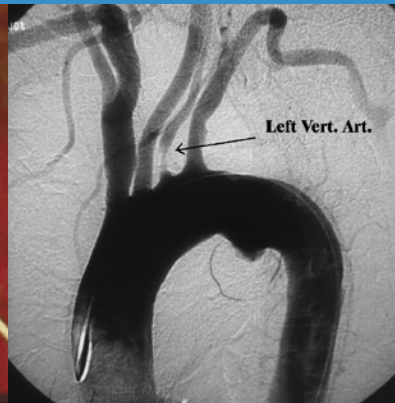
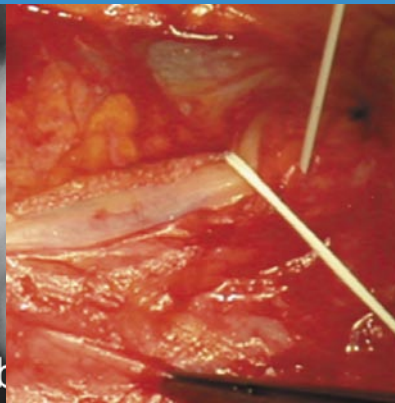
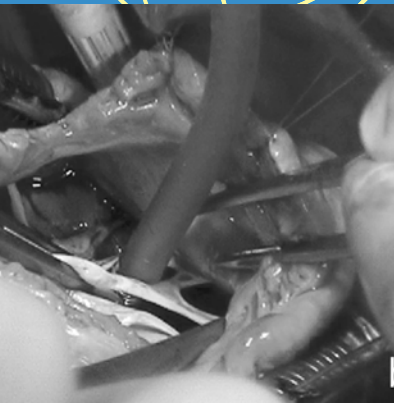


# Advertising Rates

(Effective January 2009)



## Interactive CardioVascular and Thoracic Surgery



Official Journal:

**European Society for CardioVascular Surgery**

Interactive Section:

**[www.icvts.org](http://www.icvts.org)**

Videos On-Line

### **MISSION STATEMENT**

On-Line Discussion

*Interactive CardioVascular and Thoracic Surgery (ICVTS)* provides a dynamic platform for the publication of short reports. ICVTS is conceived as virtual conference relying on both modern media and open discussion. After editing, all accepted reports are posted immediately on-line. An electronic, moderated discussion is then opened for 28 days. After closure of the discussion period, the reports pre-published on-line, as well as the moderated discussions, are published in the ICVTS archival on-line version and in the traditional paper format.

Archive Section

ICVTS publishes reports on all aspects of surgery of the heart, vessels and chest, including: Best Evidence Topics, Brief Communications, Case Reports, ESCVS Articles, Follow-up Papers, Historical Pages, Institutional Reports, Negative Results, New Ideas, Nomenclature, Proposals for Bail-out Procedure, Protocols, State-of-the-art, Work in Progress Reports. Multimedia content is welcomed – video and schematic.

Best Evidence Topics

ICVTS is open-access in the CTSNet journal collection but does not charge for authorship. ICVTS is indexed in MEDLINE/PubMed.

**European Association for Cardio-thoracic Surgery**

# ADVERTISING RATES 2009 (Effective January 2009)

## TARGET AUDIENCE

Cardiac, vascular and thoracic surgeons, cardiac and pulmonary physiologists, cardiothoracic anesthesiologists, cardiac and pulmonary anatomists and pathologists, cardiologists, pulmonary physicians.

## CIRCULATION

The journal has a circulation of approximately 3,000 and growing. Membership to the European Association for Cardio-thoracic Surgery and the European Society of Thoracic Surgeons includes subscription to Interactive CardioVascular and Thoracic Surgery. ICVTS is the official journal of the European Society for Cardiovascular Surgery (ESCVS).

<b>GEOGRAPHICAL BREAKDOWN</b>	The circulation for this journal can be broken down as follows:	
	Europe	80%
	North America	10%
	ROW	10%

## FREQUENCY in 2009

12 issues per year. It offers a copy deadline of five weeks preceding the first day of the publication month for display advertising and three weeks for inserted material.

## SUPPLEMENTS AND BULK REPRINT SALES

ICVTS Editorial Office  
Email: [info@icvts.org](mailto:info@icvts.org)  
Phone: +41 27 7236171, Fax: +41 27 7236173

## WEBSITE

[www.icvts.org](http://www.icvts.org)

## ADVERTISING RATES

### BLACK AND WHITE RATES

FREQUENCY DISCOUNT	X1	X3	X6	X9	X12*
Full page	€ 1028	€ 997	€ 966	€ 936	€ 905*
1/2 page	€ 565	€ 548	€ 531	€ 514	€ 497*
1/4 page	€ 424	€ 411	€ 399	€ 386	€ 373*

### FULL PAGE COLOUR RATES

FREQUENCY DISCOUNT	X1	X3	X6	X9	X12*
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INSIDE FRONT	€ 2336	€ 2266	€ 2196	€ 2102	€ 2056*
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INSIDE PAGE	€ 1869	€ 1813	€ 1757	€ 1682	€ 1645*
DOUBLE PAGE SPREAD	€ 3738	€ 3626	€ 3514	€ 3364	€ 3289*

\*Free banner ad included on [www.icvts.org](http://www.icvts.org)

## DISCOUNTS

Agency: 15%  
EACTS exhibitors/advertisers: negotiable

## MECHANICAL DATA

	Width x Depth (mm)	
Trim size	210	280
Bleed	216	286
Full page	180	250
Half page (vertical)	85	250
Half page (horizontal)	180	120
Double page spread (type area)	390	250
Double page spread (bleed)	436	286

## INSERTS

€2000 per insert

## ONLINE ADVERTS

€1000

(rotating 1 year banner ad)

## REPRODUCTION REQUIREMENTS

PDF certified (press-optimised, fonts embedded, more than or equal to 300 dpi, CMYK colours) files are preferred. Files prepared using other applications are also acceptable – all fonts and images must be supplied.

- Please ensure that all adverts conform to the correct trim size.
- Please supply each advert on a separate disk, including a list stating type of file, size of file and application used.
- A colour (match/proof) is required even when the file is sent by email/FTP/ISDN.
- ICVTS cannot accept any responsibility for colour reproduction if a contract colour proof is not supplied.
- Laser proofs do not qualify as a true colour match.
- When supplying files on disk, please use an industry standard CD-ROM.

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ICVTS Advertising sales  
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