



Journal of Pelvic, Obstetric & Gynaecological Physiotherapy (POGP)

Readership profile:

POGP is a UK based physiotherapy clinical interest group specialising in women's health and it has 800 members. The association produces a bi-annual Journal which is available free of charge to all its members.

The Journal contains a number of papers sent in by individuals currently involved in research related to women's health. The journal also contains news and reports about POGP, details of forthcoming events, and is a forum for members to communicate with one another.

Members of POGP Specialise in the physiotherapeutic care of women in relation to childbirth, both antenatally and postnatally, including the teaching of antenatal classes, in the treatment of incontinence (both female and male), and in the care of women undergoing gynaecological surgery. POGP members are specialists in the treatment of musculo-skeletal conditions both during pregnancy, and immediately postnatally. Some members also specialise in the treatment of psycho-sexual problems in women

There are opportunities to advertise to this influential group within the Journal and the rates are detailed below

| Advertising rates 2018 | | | |
|--|-----------------------------|---|------------------|
| Published twice yearly – Spring and Autumn | | | |
| Special positions | | | |
| Inside front cover (4 colour) | £915 | | |
| Outside back cover (4 colour) | £955 | | |
| Inside Back Cover (4 colour) | £875 | | |
| Standard Pages | ¼ page | ½ page | full page |
| Colour | £245 | £440 | £795 |
| Mono | £135 | £215 | £345 |
| Educational courses/training: | Hospitals/Charities | | 50% discount |
| | Commercial organisations | | 25% discount |
| Recruitment Advertising mono 20% discount if POGP website only | ¼ page: £147 | ½ page: £229 | full page: £368 |
| Loose insert | 10gm £270 | | |
| | 20gm+ £295 | | |
| Direct Mailout UK | £475 | Plus postage & materials.. Mailings can be personalised etc. For an exact quote the following information is required <ul style="list-style-type: none"> • Class of postage, Format A4, A5 etc, Number of inserts, Copy/Print requirements, Weight etc | |
| Direct E-mail to Members | £80 | Member to Member e-mail mailing only. Email can be personalised | |
| Discounts | | | |
| Agency commission | 10% | | |
| Discount for 2 issues | 5% | | |

2017 Production and Deadline Dates

| Publication dates | Copy to be received | Dates for receipt of inserts |
|-------------------|----------------------------|-------------------------------|
| Spring 2018 | 15th December 2017 | 14 th January 2018 |
| Autumn 2018 | 12 th July 2018 | 31 st July 2018 |

For further information contact Catherine Wilson

Fitwise Management Ltd, Blackburn House, Redhouse Road, Seafield, EH47 7AQ

Tel: 01506 292047, Fax: 01506 811477, email: catherine.wilson@fitwise.co.uk www.fitwise.co.uk

Mechanical Data for Journal of Pelvic, Obstetric and Gynaecological Physiotherapy (POGP)

Screen size: mono or spot colour 175, full colour 175

| | |
|--------------------------------|--|
| Advertisement size | depth x width (mm) |
| Full page | 270 x 188 |
| Bleed sizes | |
| Full Page: | 303 x 213 |
| Trim size: | 297 x 210 |
| Half Page: | 213 at top or bottom of ad (depending on if you wish ad placed at top or bottom of page) |
| Trim size: | 210 at top or bottom of ad (depending on if you wish ad placed at top or bottom of page) |
| Materials required | High Resolution PDFs are the preferable option but other file formats are acceptable. |
| For colour and mono: | Apple Mac users – page files in QuarkXpress with fonts supplied For further information please contact the publisher. All material should be sent to catherine.wilson@fitwise.co.uk |
| Cancellation notice: | 28 days prior to copy deadline |
| Films and artwork: | The advertiser or its agent should supply the advertising material electronically. All process work or setting undertaken by the publishers will be charged to the advertiser Material is held at the client's risk and the publisher accepts no responsibility for loss or damage |
| Proofs | The publisher will supply proofs prior to printing which will require acceptance within 48 hours or less. If no reply is received from the advertiser it will be assumed that the proof is accepted and that printing is to proceed |
| Acceptance of Material: | The publishers do not hold themselves responsible for film or artwork left unclaimed for more than 12 months. The publishers reserve the right to refuse, amend or withdraw advertisements submitted to them at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice. More detailed terms of acceptance are given in our booking acknowledgements |
| Terms: | Advertisements are accepted on our terms of payment which is 28 days net from invoice date |

For further information contact Catherine Wilson

Fitwise Management Ltd, Blackburn House, Redhouse Road, Seafield, EH47 7AQ
Tel: 01506 292047, Fax: 01506 811477, email: catherine.wilson@fitwise.co.uk www.fitwise.co.uk