

Journal of NeuroInterventional Surgery

Official Journal of the Society of NeuroInterventional Surgery (SNIS)



2024 RATES & DATA

A targeted way to reach
neurointerventional
specialists

PUBLISHING MONTHLY

For more information on advertising, and to discuss
your campaign requirements, please contact:

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**Frequency
discounts
available!**
Ask your sales rep
for details.

jnis.bmj.com

BMJ

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The *Journal of NeuroInterventional Surgery* (JNIS) is the leading peer review journal for scientific research and literature pertaining to the field of neurointerventional surgery. JNIS serves the needs of the professionals using interventional techniques for the treatment of a range of neurological and neurovascular problems including stroke, aneurysms, vascular malformations, brain tumors, head and neck disorders and spinal disease.

JNIS circulates to all members of Society of NeuroInterventional Surgery (SNIS). It is part of a subscription package for the *Journal of Neurology, Neurosurgery and Psychiatry*, giving it increased reach and circulation.

BONUS DISTRIBUTION! JNIS print copies will be distributed during the 2024 SNIS Annual Meeting 7/22-7/26 at The Broadmoor, Colorado Springs, CO.

Digital traffic	
Global visitors*	685k
Global page views*	1.1M
U.S. visitors*	267k
U.S. page views*	407k
e-Newsletter recipients	4.5k
Global eTOC recipients	1.1k

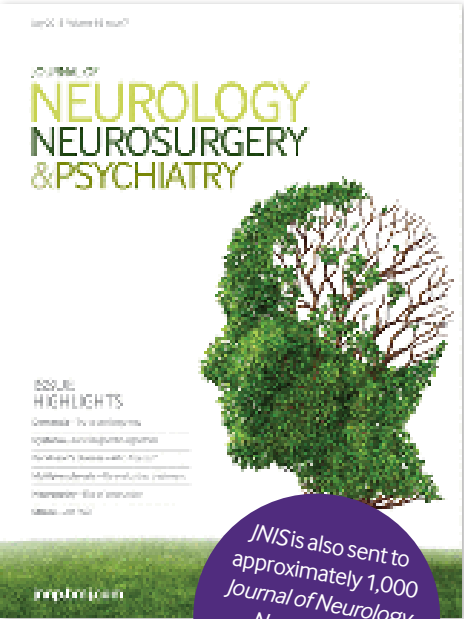
* Source: Google Analytics, Aug 2022 - July 2023

Contact a sales representative for the latest figures.

At a glance

Year established:	2009
Impact factor:	4.8*
Rank	2/17 in Neuroimaging, 20/212 Surgery*
Editor-in-Chief:	Felipe C. Albuquerque, MD
Online Frequency:	Continuously published

* Source: 2022 Journal Citation Reports®, Clarivate Analytics, 2023



JNIS is also sent to approximately 1,000 *Journal of Neurology, Neurosurgery & Psychiatry* subscribers

ADVERTISING OPPORTUNITIES

Print and online advertising options available, as well as tailored packages including:

- Podcast sponsorships
 - Reprints and ePrints
 - Email table of content (eTOC) alerts
 - e-Newsletter advertising
 - Podcast
 - Print advertising
 - Print cover-tips
 - Cover-tip available on the abstract issue for the 2024 SNIS Annual Meeting
- A limited number of advertising pages are also available in the Abstract issue. Please contact Cynthia Kucera at ckucera@cunnasso.com for availability

JNIS ONLINE offers the opportunity to target your products through geo-targeted, online advertising. Ask about the full range of digital opportunities available.



DIGITAL ADVERTISING RATES

	Pixels	Rate	Specifications
Website mobile banner	320 x100	\$88 per 1,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 150k.
Website leaderboard	728 x 90	\$88 per 1,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$92 per 1,000 impressions	Deadline to receive materials 5 working days prior to deployment.
eTOC alert leaderboard	320 x 100	eTOC alert leaderboard: \$1,200 per deployment	JPEG or GIF accepted
eTOC alert MPU	300 x 250	eTOC alert MPU: \$1,200 per deployment	Please note: Advertisements are accepted subject to availability and BMJ approval.
e-Newsletter	600 x 90	e-Newsletter: \$2,500 per deployment	

NEW: Contextual Targeted Digital Advertising: Available on the JNIS website leader board and MPU positions
Please contact Cynthia Kucera at ckucera@cunnasso.com for complete details and rates

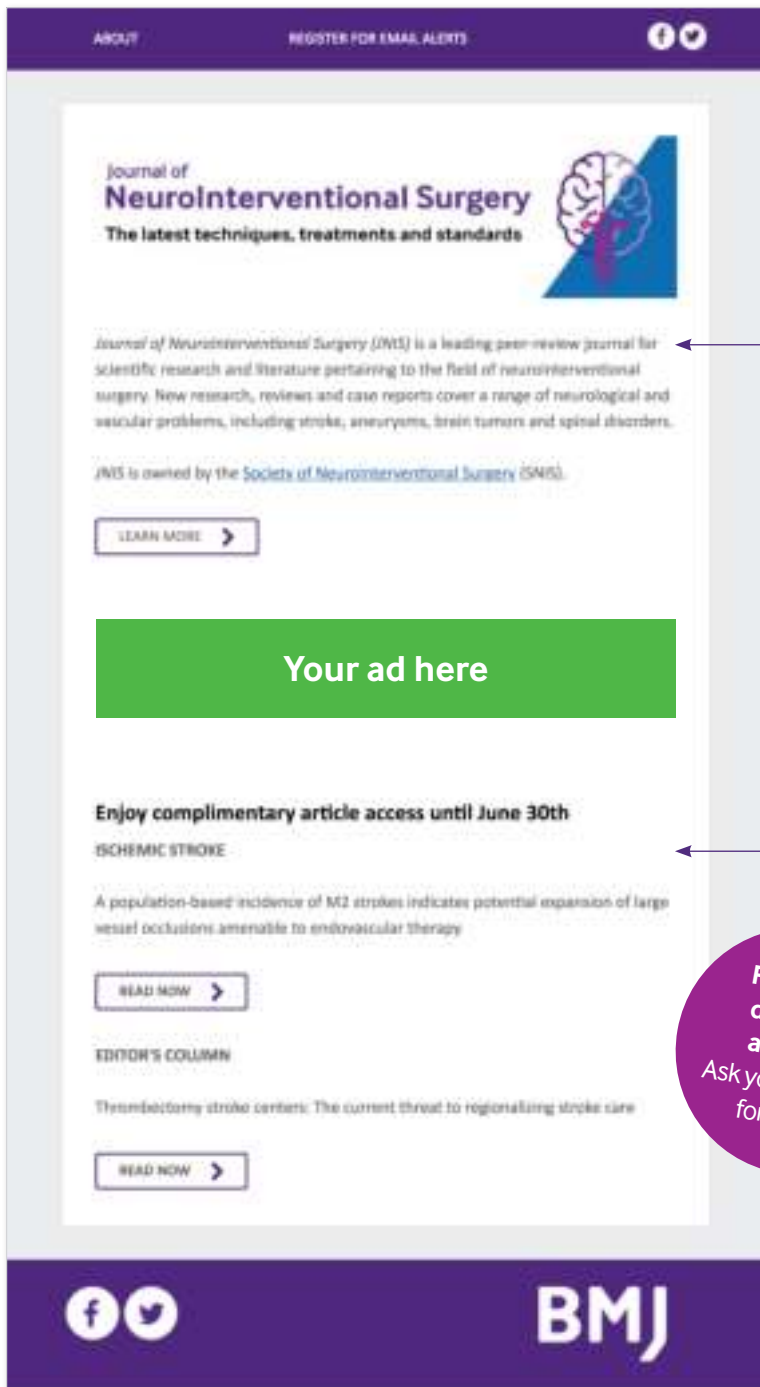
TARGETED SOLUTIONS

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Hurry! Limited opportunities available.

E-NEWSLETTER SPONSORSHIP



**Authentic,
society-approved
messaging**

Send new research to your audience through a monthly e-newsletter sponsorship. Content is selected by the Editorial team and sent to specialty-specific U.S. physicians. 30% average open and email click through rate.

- **Annual sponsorships available**

- **4.5k recipients, including:**

- eTOC registrants
- Opted-in specialists
- Members of the Society of NeuroInterventional Surgery (SNIS)

**Editor-approved
articles**

- **Two ad slots per e-newsletter:**

- 600 x 90: animation accepted

- **Twelve-month, exclusive sponsorship available**

- Please contact Cynthia Kucera at ckucera@cunnasso.com for the latest email advertising rates.

**Frequency
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TARGETED SOLUTIONS

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PRINT ADVERTISING

JNIS offers the opportunity to present your product in a journal targeting decision makers in Neurointerventional Surgery and Neuroradiology.

We guarantee your advertisement will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

Display Advertising Rates

Format	Rate	Specifications
Quarter page	Color \$ 2,855	3.5" w x 5.1" h
	B/W \$ 1,090	
Half page	Color \$ 3,360	Horizontal - 7.3" w x 4.75" h Vertical - 3.5" w x 9.75" h
	B/W \$ 1,600	
Full page	Color \$ 4,075	Bleed - 8.5" w x 11.25" h Trim - 8.3" w x 11" h Type - 9.6" w x 7.3" h
	B/W \$ 2,315	
Double-page spread	Color \$ 8,150	Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)
	B/W \$ 4,630	

Publishing Deadlines for 2024

At a glance	
Total Print Circulation:	1,500

Frequency discounts available! Ask your sales rep for details.

Issue	Artwork Due
January	11/30/2023
February	12/19/2023
March	01/26/2024
April	02/26/2024
May	03/22/2024
June	04/23/2024
July	05/24/2024
July/Abstract Issue	05/24/2024
August	06/25/2024
September	07/26/2024
October	08/27/2024
November	09/23/2024
December	10/28/2024

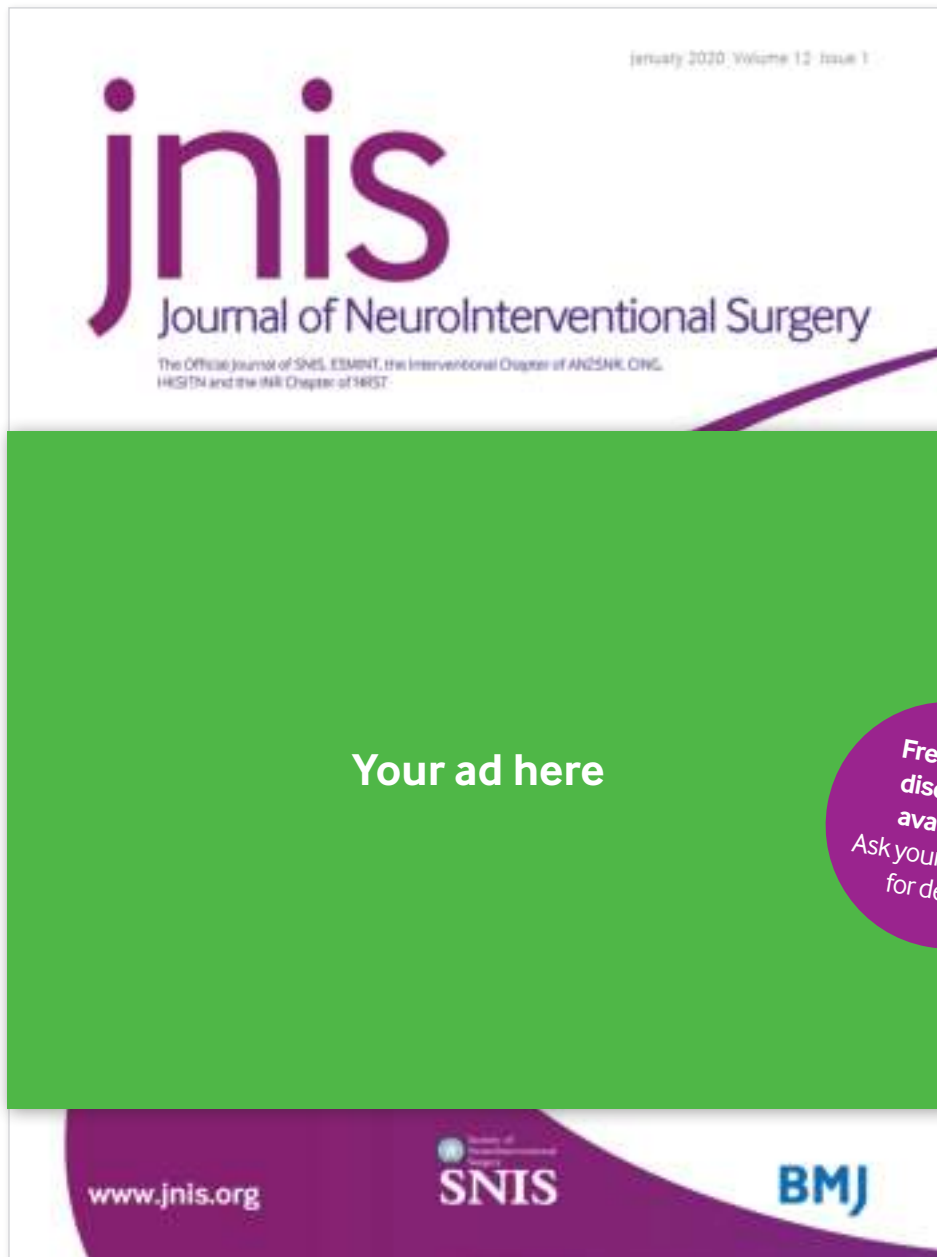
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COVER WRAP SPONSORSHIP



Boost your brand's recognition with a sponsored print subscription. Each sponsored issue includes a four to six-page ad that wraps around the front and back of *JNIS* and is mailed to your targeted physician list.

Cover wraps are permanently bound to the journal and garner premium exposure to your audience.

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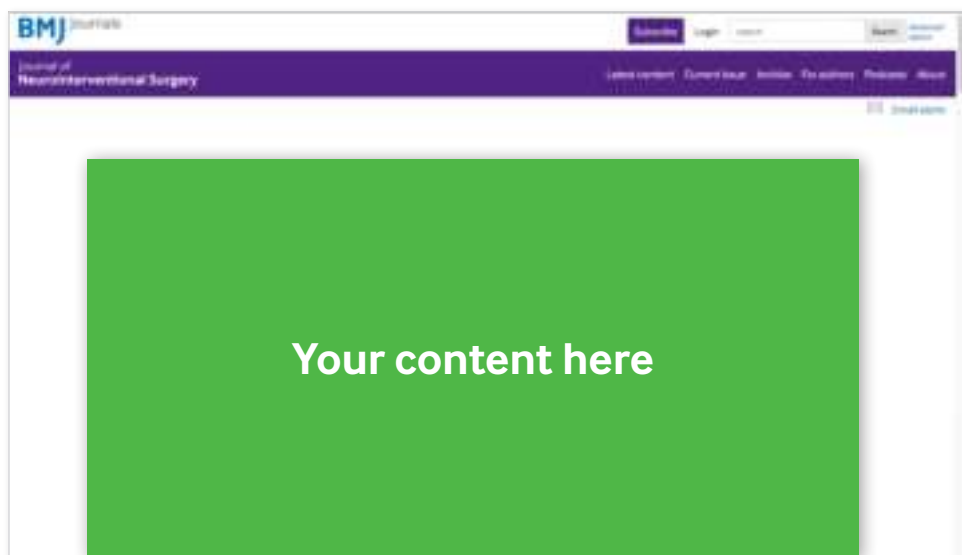
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MICROSITES – HOSTED CONTENT FROM JNIS



Hosted content from JNIS enables you to engage our 650,000 yearly global visitors with your content and resources via a specially created microsite in an environment that they trust.

If you want to reach Neurointerventional Specialists with your latest data or multi-media resource, we can host it for you on the JNIS website.

CAPABILITIES AND BENCHMARKS

- Geo-targeting to the countries you want
- Templated platform means you can upload your content directly
- Or we can build your hosted microsite for you
- Expected number of views per month: 200-400
- Average time spent per visit: 3 minutes 40 seconds

TRAFFIC DRIVING TACTICS

- Link on Home Page navigation bar to your resource
- Widget to alert website viewers to your topic
- One-click direct to your content
- Clear metrics: page views and dwell time
- Advertising banners and targeted email newsletters to drive traffic to your hosted microsite

For more information on JNIS microsites and pricing please contact:

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