SPRINGER NATURE
2017 Media Information

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The Canadian Journal of Anesthesia (the Journal) is owned by the Canadian Anesthesiologists’ Society and is published by Springer Science + Business Media, LLM (New York). The editorial content, according to the mission statement, spans the fields of anesthesia, acute and chronic pain, perioperative medicine and critical care. In addition, the Journal publishes practice guidelines and standards articles relevant to clinicians. Articles are published either in English or in French, according to the language of submission.

**Readership:** Anesthesiologists and all clinical professionals interested in anesthesia-related subject such as critical care, pain management, resuscitation, cardiovascular anesthesia, malignant hyperthermia, obstetrics and ambulatory anesthesia.

**Journal Established:** 1954  
**Frequency:** Monthly  
**2015 Impact factor:** 2.139  
**Circulation:** 2,000  
**Rank:** 13/31  
**5-Year Impact Factor:** 2.392  
**Alert Subscribers:** 1,711  
**Monthly Page Views:** 28,964  
**Monthly Unique Users:** 24,755
## Editorial Calendar

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<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Bonus Distribution</th>
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Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

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**PRODUCTION REQUIREMENTS**
Electronic file format: PDF, JIFF, or TIFF format. Adobe InDesign, Adobe Illustrator, Adobe Photoshop

**INSERT REQUIREMENTS**
All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

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Our Advertising team focuses on two online advertising options:

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• The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
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• On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)
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CONTACT INFORMATION

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