

Journal of Behavioral Medicine



2016 Media Information

As the world's second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Advertising Sales

233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

[HOME](#)[GENERAL INFORMATION](#)[EDITORIAL BOARD & SOCIETIES](#)[EDITORIAL CALENDAR](#)[RATES](#)[PRINT AD](#)[ONLINE AD](#)[CONTACT](#)



The ***Journal of Behavioral Medicine*** is a broadly conceived interdisciplinary publication devoted to furthering understanding of physical health and illness through the knowledge and techniques of behavioral science. A significant function of the journal is the application of this knowledge to prevention, treatment, and rehabilitation. The contents span all areas of behavioral medicine research: psychology, psychiatry, sociology, epidemiology, anthropology, health economics, public health, general medicine, and biostatistics.

Coverage includes effects of psychological stress on physical functioning; sociocultural influences on health and illness; adherence to medical regimens and health maintenance behavior (e.g. exercise, nutrition); the study of appetitive disorders (alcoholism, smoking and obesity) that pose physical risk; behavioral factors in the prevention and treatment of HIV/AIDS; pain, self-regulation therapies and biofeedback for somatic disorders; and brain-behavioral relationships that influence physiological function.

2014 Impact Factor: 2.959

Editor-in-Chief:

Alan Christensen, University of Iowa

Associate Editors:

Austin Baldwin, Southern Methodist University
Elizabeth Broadbent, University of Auckland
Jeffrey Gonzalez, Yeshiva University
M. Bryant Howren, University of Iowa
Gozde Ozakinci, University of St. Andrews
Margaret Schneider, University of California, Irvine

Editorial Board:

Mark S. Aloia, National Jewish Health
Eric G. Benotsch, Virginia Commonwealth University
Jerica Berge, University of Minnesota Medical School
James A. Blumenthal, Duke University Medical Center
Noel T. Brewer, University of North Carolina
Matthew J. Carpenter, Medical University of South Carolina
Carina K.Y. Chan, Australian Catholic University
Karen G. Cheng, Charles Drew University of Medicine and Science
Richard J. Contrada, Rutgers, The State University of New Jersey
Blain Ditto, McGill University
Charles F. Emery, Ohio State University
Michelle Fortier, University of Ottawa
Eric L. Garland, Florida State University
Gareth Hagger-Johnson, University College London
Martin S. Hagger, Curtin University
Peter A. Hall, University of Waterloo
Kevin C. Heslin, Charles Drew University of Medicine and Science
Michael E. Hyland, University of Plymouth
Nadine A. Kasparian, The Children's Hospital at Westmead
Roeline Kuijer, University of Canterbury
Delia L. Lang, Emory University
Janet D. Latner, University of Hawaii at Manoa
Julia Lechuga, Medical College of Wisconsin
Edward McAuley, University of Illinois at Urbana-Champaign
Lance McCracken, University of Bath
Sherry McKee, Yale University School of Medicine
Mark G. Myers, Veterans Administration San Diego Healthcare System and University of California, San Diego
Seth Near, University of North Carolina Chapel Hill

Ronan O'Carroll, University of Stirling
Daryl B. O'Connor, University of Leeds
Rory O'Connor, University of Stirling
Akiko Okifuji, University of Utah
Richard Ohrbach, State University of New York at Buffalo
Crystal L. Park, University of Connecticut
Andrew E. Petroll, Medical College of Wisconsin
Mark Peyrot, Loyola University Maryland
Allison Phillips, Iowa State University
Ryan E. Rhodes, University of Victoria
Michael Robinson, University of Florida
John M. Ruiz, University of North Texas
Elizabeth Seng, Yeshiva University
Timothy W. Smith, University of Utah
Frank Snoek, VU University Medical Center
Patrick R. Steffen, Brigham Young University
Raymond Tait, St. Louis University
Daniel J. Taylor, University of North Texas
Marcus K. Taylor, Naval Aerospace Medical Research Laboratory
Pedro Teixeira, Faculty of Human Kinetics Technical University of Lisbon
Paula M. Trief, SUNY Upstate Medical University
J. Scott Tonigan, University of New Mexico
Anna V. Song, University of California, Merced
Bert N. Uchino, University of Utah
Glenn Wagner, RAND Corporation
Kenneth A. Wallston, Vanderbilt University Medical Center
Alexander Weiss, University of Edinburgh
Ben Whalley, Plymouth University
Alice F. Yan, University of Wisconsin, Milwaukee

Founding Editor:

W. Doyle Gentry
Dept. of Behavioral Medicine and Psychiatry, University of Virginia Medical School, Charlottesville, USA



EDITORIAL CALENDAR

Publishing Month	Volume / Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
February	39:1	12/22/2015	12/22/2015	1/26/2016	
April	39:2	2/19/2016	2/19/2016	3/25/2016	
June	39:3	4/21/2016	4/21/2016	5/26/2016	
August	39:4	6/21/2016	6/21/2016	7/26/2016	
October	39:5	8/22/2016	8/22/2016	9/26/2016	
December	39:6	10/24/2016	10/24/2016	11/28/2016	

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.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.

DISPLAY ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$1445	\$1320	\$1270	\$1250	\$1205
1/2 pg	\$1045	\$900	\$850	\$830	\$780

CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1260	\$1155	\$1130	\$1050
1/2 pg	\$855	\$795	\$735	\$685
1/4 pg	\$575	\$515	\$500	\$485

COLOR CHARGES

STANDARD	\$500
MATCHED	\$750
4-COLOR	\$1300

Full color charges also apply to fractional pages.
Bleed: no charge.

INSERTS

2-Page Insert	2x Earned B&W Rate
4-Page Insert	4x Earned B&W Rate
Larger Units	# of pages x earned B&W rate

COVER AND PREFERRED POSITIONS

Second Cover	35% over earned B&W rate
Third Cover	15% over earned B&W rate
Fourth Cover	50% over earned B&W rate
Other specified	10% over earned B&W rate

- Premium over earned b/w page rate. Noncancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

PAYMENT TERMS

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

CONTACT: Tel: (212) 460-1642 • E-mail: advertising@springer.com

PRINT ADVERTISEMENTS deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

MECHANICAL REQUIREMENTS

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	7	10
1/2 page Vertical	3 1/4	10
1/2 page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

Bleed: Plate size: 8 1/2" X 11 1/4".

Trim size: 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-Page spread 1/8" on the outside and 1/4" in the gutter will trim off.

Printing Process: web

Paper stock within journal:

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

CONTACT: Tel: (212) 460-1642 • E-mail: advertising@springer.com

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.

Two-page insert: 8 1/2" X 11 1/4".

Four-page insert: 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

Stock weight: Maximum 80 # gloss.

Quantity: Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.

Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

INSERTS SHOULD BE SENT TO:

Journal of Behavioral Medicine • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331

ONLINE ADVERTISEMENTS target the most active members of your target audience as they source information. Springer is a worldwide leader for providing dependable, essential e-information. Connect with your target audience with our online advertising options, or create a more robust impact with both print and online ads.

Our Advertising team focuses on two online advertising options:

Banner Ads - An embedded ad placed on our research site SpringerLink.com. Sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

e-TOC Alert - An EXCLUSIVE right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the **highest click-through rates** of all Springer e-products.

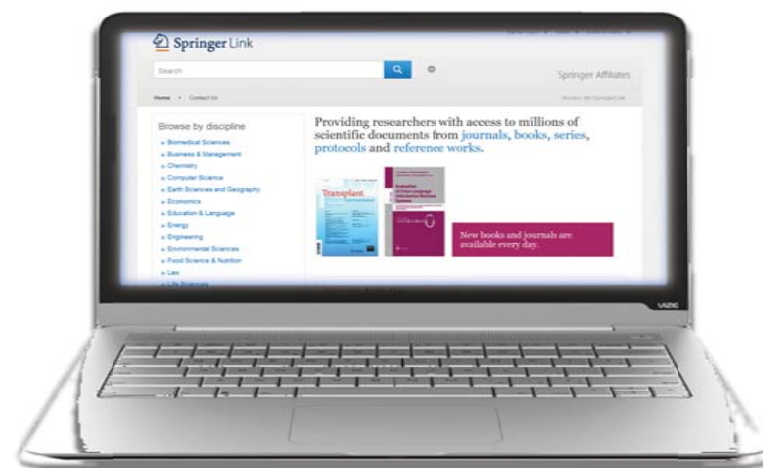
BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,774 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
 - In 2015 SpringerLink.com had 85 million unique visitors and 155 million visits (Source: Google Analytics)
 - The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
 - SpringerLink hosts more than 2,700 scientific journals
 - On average each journal reaches about 280 E-Toc Subscribers
- (Numbers may vary due to fluctuation and popularity of journal)





Advertise with Springer Healthcare

Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world's leading global scientific and medical publishers.

With more than 40 years' experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

Please contact your sales representative, for more information about online advertising opportunities.

CONTACT INFORMATION

Advertising Material with color prints should be sent to:

Springer Corporate Sales
Attn: Advertising Sales Coordinator
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

Inserts should be sent to:

Journal of Behavioral Medicine
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:

Springer Corporate Sales
Attn: Advertising
233 Spring St., 6th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com
To subscribe, please call 1-800-777-4643

