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.

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Fax: (212) 620-8442
E-mail: advertising@springer.com
Hernia was founded in 1997 with the purpose of promoting clinical studies and basic research as they apply to groin hernias, internal hernias, the abdominal wall (anterior and postero-lateral aspects), the diaphragm and the perineum. "Hernia" is the official organ of the European Hernia Society (GREPA), established in 1979, the American Hernia Society (AHS) established in 1997, and of the Asia Pacific Hernia Society (APHS) established in 2004. These associations have common objectives: the advancement of abdominal wall and hernia surgery in all aspects, the study of anatomical, physiological, pathological and therapeutic issues concerning the abdominal wall and hernias, the creation of associated groups which will promote research and teaching in this field, the development of interdisciplinary relations. "Hernia" is a journal written by surgeons who have made abdominal wall surgery their special field of interest.

Readership: Surgeons specializing in hernia and abdominal wall

2014 Impact Factor: 2.050
Hernia

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M. Wexler, Montreal, Canada
R.M. Zollinger, Tucson, USA
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
<th>Bonus Distribution</th>
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<tbody>
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<td>February</td>
<td>20</td>
<td>12/22/2015</td>
<td>12/22/2015</td>
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<td>8/22/2016</td>
<td>9/26/2016</td>
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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.

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.
**FULL PAGE ADVERTISING RATES**

<table>
<thead>
<tr>
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<th>4-colors</th>
<th>2-colors</th>
<th>B&amp;W</th>
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<td>$3630</td>
<td>$2560</td>
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<tr>
<td>Facing Table Content</td>
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<td>$4615</td>
<td>$3068</td>
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<tr>
<td>Facing Leading Ed.</td>
<td>$6240</td>
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<td>Facing Article</td>
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**SIZED ADVERTISING RATES**

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<tr>
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<td>$2938</td>
<td>$2561</td>
<td>$1980</td>
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<tr>
<td>1/3 pg</td>
<td>$2353</td>
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<td>$1420</td>
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**COVER ADVERTISING RATES**

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<tbody>
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<td>Inside Front</td>
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<tr>
<td>Inside Back</td>
<td>$6085</td>
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<tr>
<td>Back</td>
<td>$7630</td>
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**BOUND INSERTS**

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<tr>
<td>4 Pages</td>
<td>$7465</td>
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</tbody>
</table>

Technical Requirements

- Fromat: 210 mm X 279 mm
- PDF HD (300 dpi), Quadri, 5 mm for bleed.

*Carriage provided by the advertiser, without crop marks Max weight 140 gr/m2

**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

<table>
<thead>
<tr>
<th>AD SIZE IN INCHES</th>
<th>WIDTH</th>
<th>DEPTH</th>
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<tbody>
<tr>
<td>Full page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/4</td>
<td>5</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

**Bleed:** Plate size: 8 1/2” X 11 1/4”.
Trim size: 8 3/4” 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:
Hernia • 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.

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