

Marketing

Journal of Brand Management

The leading authoritative journal on brand strategy draws together cutting-edge analysis and the latest thinking from leading figures at the world's foremost companies, consultancies and academic institutions.

Readership: Heads of branding, brand directors and managers, marketing directors, business development managers, heads of corporate communications, CEOs, managing directors, strategic planners, planning directors, IP lawyers and patent attorneys, marketing and branding consultants, agency directors, professors, lecturers, marketing students and MBA students.

Circulation: 650

Web visits/month: 11,500

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: A

www.palgrave-journals.com/bm/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
16.4	Jan/Feb	20 Nov 08	04 Dec 08
16.5	March	08 Jan 09	22 Jan 09
16.6	Apr/May	23 Feb 09	09 Mar 09
16.7	June	08 Apr 09	24 Apr 09
16.8	Jul/Aug	28 May 09	11 Jun 09
17.1	September	09 Jul 09	23 Jul 09
17.2	Oct/Nov	21 Aug 09	07 Sep 09
17.3	December	07 Oct 09	21 Sep 09

Journal of Database Marketing & Customer Strategy Management

The definitive international quarterly for consumer-focused marketers. It provides essential reading for those who need to keep in touch with the ever-evolving facets of Customer Relationship Management.

Readership: Senior marketing managers in private and public sector organizations and academic observers in universities and business schools.

Circulation: 450

Web visits/month: 10,750

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: C

www.palgrave-journals.com/dbm/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
16.1	March	16 Jan 09	04 Feb 09
16.2	June	17 Apr 09	05 May 09
16.3	September	16 Jul 09	31 Jul 09
16.4	December	14 Oct 09	29 Oct 09

Marketing

Journal of Direct, Data and Digital Marketing Practice

Aims to provide an indispensable resource for senior marketing managers seeking awareness of new marketing concepts, strategies and applications from around the world.

The official journal of the Institute of Direct Marketing.

Readership: Marketing directors, direct marketing managers, CRM and loyalty specialists, marketing managers, brand managers, customer service managers, advertising managers, marketing consultants, e-commerce managers, new media consultants, marketing communications managers, marketing analysts, call centre managers, media directors and planners, database and systems managers, market research managers, agency directors and managers, professors, lecturers and students.

Circulation: 5,000

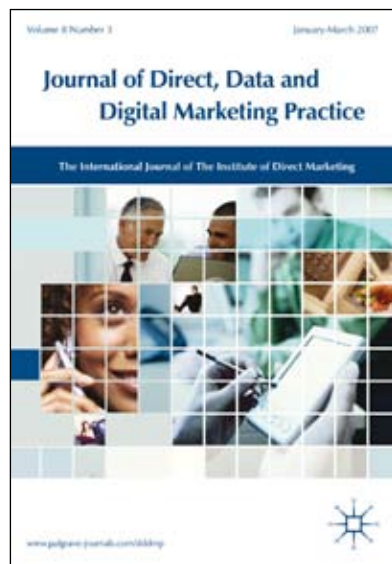
Web visits/month: 2,000

Dimensions

- **Trimmed page size (mm):** 280 x 195
- **Full page ad dimensions (mm):** 250 x 165
- **Bleed ad dimensions (mm):** 286 x 201
- **Half page (H):** 125 x 165
- **Half page (V):** 250 x 80

Price Band: A

www.palgrave-journals.com/ddmp/



Journal of Targeting, Measurement and Analysis for Marketing

Provides an international forum for briefings and analysis on the latest developments, best practice and new thinking in the segmentation, measurement and analysis of marketing activity.

Readership: Marketing directors, marketing managers, heads of marketing, advertising directors, heads of direct marketing, data analysts, heads of strategic planning, planning directors, heads of business analysis, heads of business development, CRM managers, custom insight and intelligence managers, and marketing consultants.

Circulation: 450

Web visits/month: 2,800

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: B

www.palgrave-journals.com/jt/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
10.3	February	05 Dec 08	17 Dec 08
10.4	May	12 Mar 09	25 Mar 09
11.1	August	16 Jun 09	26 Jun 09
11.2	November	15 Sep 09	25 Sep 09

Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
17.1	March	13 Jan 09	30 Jan 09
17.2	June	14 Apr 09	29 Apr 09
17.3	September	13 Jul 09	28 Jul 09
17.4	December	09 Oct 09	26 Oct 09

Marketing

Journal of Financial Services Marketing

One of the world's leading forums for the latest thinking, techniques and developments on marketing financial services. As such *FSM* has established itself globally as a key bridge between applied academic research and commercial best practice.

Readership: Financial services marketing professionals.

Circulation: 400

Web visits/month: 4,300

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: C

www.palgrave-journals.com/fsm/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
13.4	March	05 Jan 09	20 Jan 09
14.1	June	02 Apr 09	21 Apr 09
14.2	September	03 Jul 09	20 Jul 09
14.3	December	30 Sep 09	16 Oct 09

Place Branding and Public Diplomacy

The first journal to concentrate on this fast-growing field. Its scope and reach are absolutely global and culturally unbiased, and its primary objectives are to broaden the understanding of the nature, purposes and benefits of place branding, and to demonstrate how place branding strategies are implemented in practice.

Readership: Place branding practitioners, policy makers, and researchers.

Circulation: 400

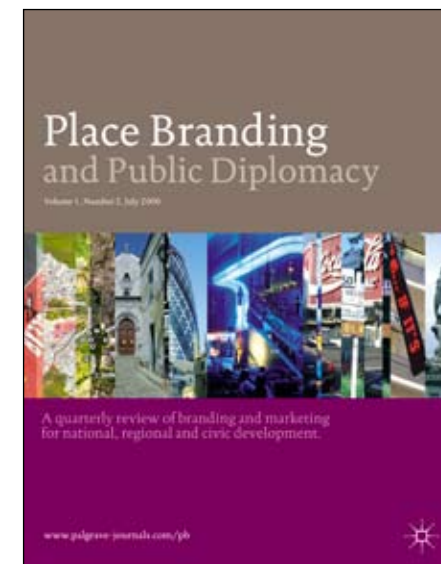
Web visits/month: 2,800

Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

Price Band: C

www.palgrave-journals.com/pb/



Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
5.1	March	02 Jan 09	19 Jan 09
5.2	May	10 Mar 09	26 Mar 09
5.3	August	15 Jun 09	30 Jun 09
5.4	November	09 Sep 09	28 Sep 09

Price Bands

JOURNAL TITLE	PRICE BAND
Acta Politica	B
American Journal of Psychoanalysis	B
Asian Business & Management	C
British Politics	C
Business Economics NEW	B
Comparative Economic Studies	B
Comparative European Politics	C
Contemporary Political Theory	C
Corporate Reputation Review	B
Crime Prevention & Community Safety	C
Development	A
Eastern Economic Journal	B
The European Journal of Development Research NEW	B
European Journal of Information Systems	A
European Management Review	A
European Political Science	A
Feminist Review	A
French Politics	C
The Geneva Papers on Risk and Insurance - Issues and Practice	B
The Geneva Risk and Insurance Review	B
Higher Education Policy	B
IMF Staff Papers	A
Information Visualization	C
International Abstracts in Operations Research	A
International Journal of Disclosure and Governance	C
International Journal of Educational Advancement	C
International Politics	B
Journal of Asset Management	B
Journal of Banking Regulation	B
Journal of Brand Management	A
Journal of Building Appraisal	C

JOURNAL TITLE	PRICE BAND
Journal of Commercial Biotechnology	C
Journal of Database Marketing & Customer Strategy Management	C
Journal of Derivatives & Hedge Funds	B
Journal of Digital Asset Management	C
Journal of Direct, Data and Digital Marketing Practice	A
Journal of Financial Services Marketing	C
Journal of Generic Medicines	B
Journal of Information Technology	A
Journal of International Business Studies	A
Journal of International Relations and Development	C
Journal of Medical Marketing	C
Journal of the Operational Research Society	A
Journal of Public Health Policy	B
Journal of Retail & Leisure Property	C
Journal of Revenue and Pricing Management	C
Journal of Simulation	B
Journal of Targeting, Measurement and Analysis for Marketing	B
Knowledge Management Research and Practice	B
Latino Studies	B
Maritime Economics & Logistics	C
Organization Management Journal (Online only)	C
OR Insight NEW	C
Pensions	B
Place Branding and Public Diplomacy	C
Polity	B
Psychoanalysis, Culture & Society	C
Risk Management	B
Security Journal	B
Social Theory & Health	C
Subjectivity	C
Tourism and Hospitality Research	C
URBAN DESIGN <i>International</i>	C

Rates

		Price Band		
		A	B	C
Mono	Full Page	£700	£500	£400
	Half Page*	£450	£350	£250
Four Colour	Full Page	£1400	£1000	£800
	Half Page*	£900	£700	£550
Two Colour	Full Page	£800	£650	£550
Double Page Spread	Colour	£2200	£1750	£1500
	Mono	£1100	£850	£750
Online**	Large Banner	£700	£500	£400
	Large Skyscraper	£600	£450	£350
	Small	£250	£200	£150
Inserts***		£700	£500	£400
Guaranteed Position		+10%		
Special Position		By Arrangement		
Agency Discount		-10%		
Publisher Discount		-20%		
Series Discount		By Arrangement		

* Not available for all journals

** Rates per one month online. Discounts available for longer bookings.

*** To place inserts in all copies of a journal. Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.

Mechanical Data

Copy Dates	Approximately six weeks before publication. See individual titles for dates.
Conditions	Cancellation of four-colour bookings cannot be accepted within seven weeks of insertion dates. Late delivery of material may incur forfeiture of space booked at full cost. No extra charges for bleed.
Print	Please supply press-optimised PDF or EPS files with a minimum resolution of 300 dpi. Mono ads should be supplied in greyscale, 4-colour ads should be supplied in CMYK separated format. If possible, please supply pantone numbers for colour ads. See individual journals for trim and advert sizes. Half-page dimensions are supplied where available.
Online	Online advertisements are present on ALL pages associated with the journal. Advertising rates are for a time period of one month. Discounts are available for longer bookings. Please supply static JPEGs, optimised to be as small as possible. Banner (horizontal): 728 pixels wide by 90 pixels high. These may be animated. Animated ads should be submitted in GIF format. Skyscraper (vertical): 160 pixels wide by 555 pixels high. Small: 160 pixels wide by 140 pixels high.
Inserts	Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.
Copy	Please send copy to: Advertising Department, Palgrave Macmillan Journals Houndmills, Basingstoke, Hampshire RG21 6XS, United Kingdom Tel: +44 (0)1256 302971 Fax: +44 (0)1256 353774 Email: advertising@palgrave.com