

# IJSPT INTERNATIONAL JOURNAL OF SPORTS PHYSICAL THERAPY



## 2021 ADVERTISING RATES

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The *International Journal of Sports Physical Therapy (IJSPT)* is an international, open access, peer-reviewed journal dedicated to publishing the latest research and clinical cases related to clinically relevant evidence, trends, and practices. Its purpose is to advance and improve the rehabilitation and care of athletes and recreationally active individuals throughout the world.

We are proud to offer opportunities for digital advertising with our Journal!

## RATES

	Size	Month	Quarter	Year
Website Leaderboard (shared)	1400x90 px	\$750	\$1700	\$5500
Website Right Rail (shared)	300x600 px	\$500	\$1200	\$4000
Website Right Rail (exclusive)	300x600 px	\$600	\$1400	\$5000
Website Footer	1400x90 px	\$750	\$1700	\$5500
Vendor Video (run of site, right rail)	300 px wide	\$900	\$3000	\$9000
Custom e-blast to subscribers	600px wide	\$2500	\$7000	\$20,000

## WHY IJSPT?

- 25,000+ subscribers worldwide
- Archived in National Library of Medicine – Pubmed
- *IJSPT* provides an essential resource for professionals practicing sports-related rehabilitation around the world.
  - In 2019, 1,705,927 unique user IPs accessed and viewed articles
  - In 2019, 2,800,472 articles were retrieved and/or downloaded
  - Submissions: 56% from USA / 44% rest of the world (UK, Australia, Denmark, Canada, Japan, Italy, Spain are leading countries of submission)
- Several recent reader surveys ranked *IJSPT* in the top five in clinical usefulness among leading publications in related fields.
- Reader demographics:
  - *IJSPT* readers are leaders in their field with 87% holding master's or doctoral degrees
  - 64% work in out-patient facilities and 31% manage their own practice
  - 72% are working practitioners and 81% have worked in orthopedics/sports for more than four years
  - 70% influence purchasing decisions, and either specify products/services or are the final authority on purchasing.
  - 70% of readers visit advertiser websites (45% recommend purchase of a product)
  - 50% are responsible for development/continuing education of others

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