

HUMAN KINETICS

JOURNALS



Advertising Rates

Effective January 2012



HUMAN KINETICS JOURNALS

A Division of Human Kinetics

HUMAN KINETICS JOURNALS

Advertising Rates

Effective January 2012
Valid through 12/31/12

Print Advertising Information

Mechanical Requirements for all 6" x 9" journals

Size	Width x Depth
Full page (bleed)	6 ¼" x 9 ¼" (38 picas x 56 picas)
Full page	4 ½" x 7 ½" (27 picas x 45 picas)

Trim Size: 6" x 9"

Printing Process: Sheet-fed offset, perfect bound

Mechanical Requirements for all 8.5" x 11" journals

Size	Horizontal x Vertical
Full page (bleed)	8 ¾" x 11 ¼"
Full page (non-bleed)	7 ½" x 10"
Half page	7 ½" x 4 ¾"

Trim Size: 8 ½" x 11"

Printing Process: Sheet-fed offset, saddle-stitched

Artwork

Black and white ads:

Digital files in Illustrator CS4, InDesign CS4, or PDF with all fonts and special graphics included. Resolution of digital images should be 300 dpi at full size.

Four-color process ads:

Digital files in Illustrator CS4, InDesign CS4, or PDF with all fonts and special graphics included. Resolution of digital images should be 300 dpi at full size.

Online Banner Ad Information and Rates (For all journals)

Width x Height

240 pixels x 120 pixels

Artwork

Digital files in JPEG format.

Advertising Rates

Human Kinetics charges a flat rate for banner ad placements across all journal websites.

Frequency: Banner ads will be run to correspond with the frequency of the journal.

Size	1x	2x	4x
240 x 120	\$100	\$125	\$150
Print & Banner Combo (in addition to print ad rates)	\$75	\$100	\$125

Send artwork files to:

Amy Bleich
Human Kinetics
1607 N. Market Street
P.O. Box 5076
Champaign, IL 61825-5076
www.HumanKinetics.com
Toll Free: 800-747-4457 ext. 2514
Fax: 217-398-2207
E-mail: AmyB@hkusa.com

Print Advertising Rates

Size	1X	2X+	4X+
Inside Front Cover	\$375	\$360	\$340
Inside Back Cover	\$375	\$360	\$340
Full Page	\$300	\$290	\$275
Half Page	\$200	\$190	\$180
Bleeds add 10%			

Print Advertising Rates for *IJATT*

Four-Color	1X	3X	6X
Back Cover	\$920	\$830	\$735
Inside Front Cover	\$920	\$830	\$735
Inside Back Cover	\$920	\$830	\$735

Two-Color

Full Page	\$600	\$540	\$480
Half Page	\$400	\$360	\$320

Black and White

Full Page	\$500	\$450	\$400
Half Page	\$300	\$270	\$240

*See previous page for Online Banner Ad Rates

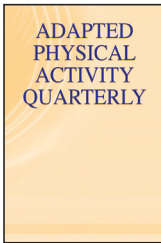
Deadlines

Issue	Closing Date	Artwork File Due
January	November 1	November 15
February	December 1	December 15
March	January 1	January 15
April	February 1	February 15
May	March 1	March 15
June	April 1	April 15
July	May 1	May 15
August	June 1	June 15
September	July 1	July 15
October	August 1	August 15
November	September 1	September 15
December	October 1	October 15

Please visit www.HumanKinetics.com/Journals for more information.

Copy and Contract Regulations

1. No cancellations will be accepted after the closing date. Cancellations received after the closing date may be billed for the space reservation. All cancellations must be received in writing by the publisher and the publisher must acknowledge cancellations.
2. When advertising space is contracted and no copy corrections or changes are received by the artwork file due date, the previous copy will be repeated.
3. There is a reformatting charge of \$50/hour for all artwork files that do not meet Human Kinetics' requirements.
4. All invoices are due in full 30 days from the invoice date. Any invoice not paid within that time is subject to a 1.5% per month interest charge.
5. New advertisers must prepay or undergo a credit check issued by the Human Kinetics finance department.
6. All materials not requested to be returned will be discarded after one year.
7. Human Kinetics reserves the right to decline any advertising that does not meet its approval.
8. Advertising rates are commissionable 15% to recognized agencies.



6" x 9"

Adapted Physical Activity Quarterly

Audiences: Researchers, physical educators, adapted physical activity program directors, practitioners, and administrators.

Quarterly (Jan, April, July, Oct)



6" x 9"

Journal of Aging and Physical Activity

Audiences: Researchers and practitioners who work with the elderly, gerontologists, physical therapists, nurses, medical doctors, and recreation directors.

Quarterly (Jan, April, July, Oct)



6" x 9"

International Journal of Aquatic Research and Education

Audiences: Educators in aquatics instruction, management, technology, and aquatic health and safety.

Quarterly (Feb, May, Aug, Nov)

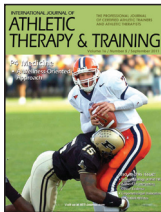


8.5" x 11"

Journal of Applied Biomechanics

Audiences: Sport and exercise biomechanists, rehabilitation professionals, and members of the International Society of Biomechanists and the International Society for the Biomechanists of Sport.

Quarterly (Feb, May, Aug, Nov)

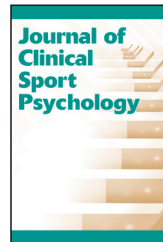


8.5" x 11"

International Journal of Athletic Therapy & Training

Audiences: Athletic therapists and trainers at all levels. Members of the Canadian Athletic Therapists' Association and the National Athletic Trainers' Association.

Bimonthly (Jan, Mar, May, July, Sept, Nov)



6" x 9"

Journal of Clinical Sport Psychology

Audiences: Sport psychologists and clinical psychologists who work with athletes.

Quarterly (Mar, June, Sept, Dec)

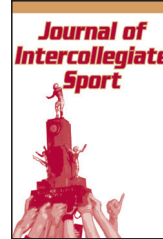


6" x 9"

International Journal of Sport Communication

Audiences: Academicians engaged in researching or teaching sport communication, and professionals and organizations engaged in the practice of sport communication.

Quarterly (Mar, Jun, Sept, Dec)

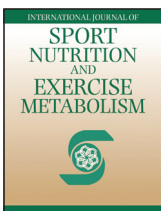


6" x 9"

Journal of Intercollegiate Sport

Audiences: Athletic directors, sport management professionals, and others interested in collegiate sports.

Semiannual (Jun, Dec)

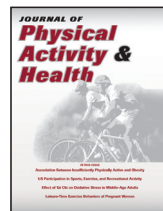


8.5" x 11"

International Journal of Sport Nutrition and Exercise Metabolism

Audiences: Sport nutritionists, exercise physiologists, health care professionals, fitness researchers, strength and conditioning coaches, and athletic trainers.

Bimonthly (Feb, April, June, Aug, Oct, Dec)

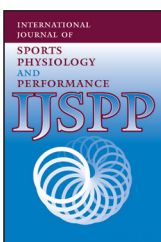


8.5" x 11"

Journal of Physical Activity & Health

Audiences: Exercise science and sports medicine specialists, behavioral scientists, physicians and other clinicians, epidemiologists, and public health professionals.

8x/year (Jan, Feb, Mar, May, July, Aug, Sept, Nov)

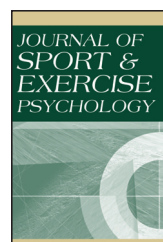


6" x 9"

International Journal of Sports Physiology and Performance

Audiences: Sport and exercise physiologists, sport performance researchers, sport physicians, coaches, students, and other sport scientists.

Quarterly (Mar, June, Sept, Dec)



6" x 9"

Journal of Sport & Exercise Psychology

Audiences: Researchers interested in the social, clinical, developmental, and experimental psychology.

Bimonthly (Feb, April, June, Aug, Oct, Dec)



8.5" x 11"

Journal of Sport Management

Audiences: Professionals interested in the application of management in sport.

Bimonthly (Jan, Mar, May, July, Sept, Nov)

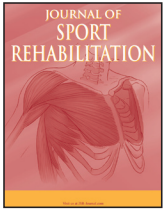


6" x 9"

Pediatric Exercise Science

Audiences: Pediatric cardiologists and pulmonologists, exercise scientists, exercise physiologists, and physical educators.

Quarterly (Feb, May, Aug, Nov)



8.5" x 11"

Journal of Sport Rehabilitation

Audiences: Athletic trainers, team physicians, sport physical therapists, sport podiatrists, sport biomechanists, sport psychologists, and strength and conditioning coaches.

Quarterly (Feb, May, Aug, Nov)

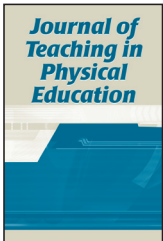


6" x 9"

Recreational Sports Journal

Audiences: Researchers interested in empirical, theoretical, and applied research in the field of recreational sports.

Semiannual (April, Oct)



6" x 9"

Journal of Teaching in Physical Education

Audiences: Individuals involved in physical education in higher education.

Quarterly (Jan, April, July, Oct)



6" x 9"

Sociology of Sport Journal

Audiences: Sociologists with a focus on sports.

Quarterly (Mar, June, Sept, Dec)



Online only

Kinesiology Review

Audiences: Faculty, researchers, and professionals interested in health- and physical activity-related areas of study.

Quarterly (Feb, May, Aug, Nov)

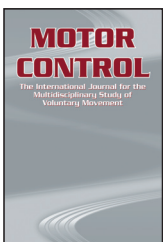


6" x 9"

Sport History Review

Audiences: Sport historians who teach or conduct research in an academic setting and others with a special interest in sport history.

Semiannual (May, Nov)

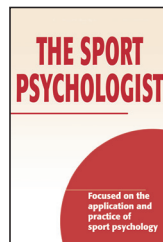


6" x 9"

Motor Control

Audiences: Motor control researchers and neuroscientists.

Quarterly (Jan, April, July, Oct)



6" x 9"

The Sport Psychologist

Audiences: Clinical and educational psychologists.

Quarterly (Mar, June, Sept, Dec)