Connecting you with clinicians

In print
Online
In person

via some of the most respected brands in healthcare

Available channels
The BMJ (including Hosted, Specialty Portals and Alerts)
60+ specialty journals
BMJ Learning
The BMJ Awards
BMJ Events
BMJ can give you direct access to healthcare professionals through a range of channels and bespoke solutions. Let us guide you.

Meet the team

**Print - The BMJ**

Nick Gray  
ngray@bmj.com  
+44 (0) 20 7383 6386

**Print - BMJ Journals**

Sophie Fitzsimmons  
sfitzsimmons@bmj.com  
+44 (0) 20 7383 6783

**Online**

Marc Clifford  
mcliford@bmj.com  
+44 (0) 20 7383 6161

**Events**

David Bell  
dbell@bmj.com  
+44 (0) 20 7383 6053

**Events**

Laura Stanley  
lstanley@bmj.com  
+44 (0) 20 7383 6181

**International sponsorship**

Richard Purdy  
rpurdy@bmj.com  
+44 (0) 20 7383 6192

**Reprints**

Nadia Gurney-Randall  
ngurney-randall@bmj.com  
+44 (0) 20 8445 5825

Speak to us today
BMJ in numbers

**IN PRINT**
- 1840: The BMJ first publishes
- 119,000: clinicians receive The BMJ each week
- 60+: specialist journal titles
- 121,000: BMJ Journals printed each month
- 355: mentions in the press
- 11: different languages

**ONLINE**
- 3 million+: users visit our websites each month
- 755,087: contactable clinicians
- 58,902: Contactable nurses
- 13,903: Contactable pharmacists
- 1.5 million: branded emails sent monthly
- 258,000: followers on Social (The BMJ)

**IN PERSON**
- 8: events hosted by BMJ in 2016
- 5,500+: delegates attended a BMJ event
- 80%: of attendees are healthcare leaders
- 124: leads gained per event
- 100%: would exhibit again

Sources:
2. Google Analytics August 2016
3. BMJ database, number of clinicians opted in to receive communications, September 2016
4. Mentions across all media
5. Delegate attendee data, Jan - Sept 2016
Choose your audience...
BMJ can deliver a range of healthcare professionals

GPs
- The BMJ reaches 74% of all UK GPs
- 30,500 GPs receive The BMJ each week
- 58% of GPs regularly read The BMJ
- Over 2,500 clinicians participated in BMJ events aimed at GPs

Clinical Specialists
- 60+ journal titles covering a range of specialties
- Fully targetable alerts available by specialty and location
- Reach 8,800+ oncologists with our NEW weekly alert service
- 1,400+ specialists participated in a BMJ event

Medical Students
- 20,000 students receive Student BMJ print edition termly, 24,000 receive the Freshers issue
- 23,000 unique users regularly visit our student website
- 75,000 receive a monthly dedicated student alert
- Connect with tomorrow’s doctors, today

Hospital Doctors
- 88,500 hospital doctors receive The BMJ each week
- The BMJ Clinical Research edition is the market leader with an average issue readership of 48% of all UK senior grade hospital doctors
- Targeting by specialty, grade and region available
- 4,200 clinicians participated in two major BMJ led international events

Allied Health Professionals
- 113,000 contactable nurses available on our marketing database, 50% within the UK
- 17,000 pharmacists receive our bi-monthly journal
- Growing number of BMJ events and services are aimed at this audience
- Monthly alerts sent to engaged audience

Managers and key decision makers
- 36,000 UK consultants who receive The BMJ are key decision makers
- 51% of delegates attending key events hosted by BMJ hold C Suite job titles including CEO & Medical Director
- Over 10,000 contacts held within public health policy and risk management

Choose your marketing channel...
- Print advertising
- Digital advertising
- Hosted content
- In-app advertising
- Email alerts
- Events and bespoke solutions
The BMJ
Delivered direct to your target audience every week
One of the most influential and respected medical journals in the world featuring high quality research, authoritative editorial, news, views and expert commentary.

Hospital Doctor Edition
88,500
The market leader with an average issue readership of 48%

Retired
14,125
Capture this discerning audience

GP Edition
30,500
Reaches 74% of all UK GPs
58% of GPs regularly read The BMJ

Student
28,065
Freshers issue, September
20,000 termly circulation
Connect with tomorrow's doctors, today

Academic/International Issue
Monthly circulation to academic and research institutions

Impact Factor:
19.697

Award winning:
Columnist of the Year, Dr Margaret McCartney, PPA Awards 2016

Growth:
4% growth in circulation since 2015

Full range of advertising options available

Sources:
1. National Medical Readership Survey 2016: 4 week reach on any device (print /digital/app)
2. Circulation data, 2016
3. National Medical Readership Survey 2016 - 35% of GPs read all or most issues, 23% quite often read The BMJ
4. Based on 2016 participant data
5. Hospital readership survey, 2016
6. Delegates numbers from International Forum in Gothenburg and Singapore 2016
7. Google Analytics, August 2016
Increase your coverage

The BMJ has an impressive online audience which will make your brand visible to a huge range of clinicians

- High volume traffic - 2 million page impressions per month from 925,000 users
- An average of 30,850 daily active users
- Precise geographic targeting and verification of advertisement inventory
- Impact Factor 19.697

Geographical targeting available

![World map showing geographical targeting](image)

- 20% UK
- 13% Europe
- 18% Asia-Pac
- 34% Americas
- 15% Rest of World

Advertising options

- Leaderboard – 728 x 90px
- MPU – 300 x 250px
- Mobile banners – 468 x 60px

Source:
1. Google Analytics Aug 2016
Let The BMJ drive traffic to your content

- Continuous promotion for duration of your campaign
- Host text, video, images
- Link direct from the main navigational bar to your resource
- Target specific groups via email promotion
- Microsite design service available to support your campaign

Showcase your content on bmj.com/hosted-content

Specialty portals
Bringing world-class content together in one portal. A dynamic resource for specialists to view the latest updates within their field.

Exclusive sponsorship
Choose the relevant category / therapy area for your brand (6 month slot)

Benefits
- Geo-targeting available
- 25,000 page impressions delivered per month
- Three targeted email alerts help increase your brand visibility
- Specialty targeting available
- Exclusivity of specialty means no competitor activity on site
Email Advertising Opportunities

BMJ provide a range of email options to help you connect with healthcare professionals

- specialty targeting available
- geo targeting available on request
- quick campaign turnaround time
- average open rate 16%
- average CTOR (Click to Open Rate) for content 9%

755,087 contactable clinicians

<table>
<thead>
<tr>
<th>Name of Alert</th>
<th>Frequency</th>
<th>Total recipients</th>
<th>UK recipients</th>
<th>Oncology*</th>
<th>Diabetes*</th>
<th>Cardiology*</th>
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<tbody>
<tr>
<td>What's New Online GPs</td>
<td>Weekly</td>
<td>41,000</td>
<td>17,000</td>
<td>312</td>
<td>363</td>
<td>867</td>
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<tr>
<td>What's New Online (Other)</td>
<td>Weekly</td>
<td>100,200</td>
<td>78,165</td>
<td>6,443</td>
<td>2,102</td>
<td>8,880</td>
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<td>5 Minutes for GPs</td>
<td>Monthly</td>
<td>110,600</td>
<td>3,339</td>
<td>3,339</td>
<td>1,964</td>
<td>4,868</td>
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</tbody>
</table>

New Options

- **Today on bmj.com**
  - Daily
  - 14,800
  - 5,900

- **This Week in The BMJ**
  - Weekly
  - 97,000
  - 42,208

- **Editor’s Choice**
  - Weekly
  - 42,000
  - 21,800

Reach a targeted audience during their CPD/CME time. NEW

BMJ Learning offers physicians a fast and convenient way to test their knowledge and keep up to date with the latest developments in medicine. Covering over 70 specialty areas, it contains over 1,000 interactive learning courses, accredited for CME/CPD points in multiple countries.

Key ad positions available

**Gain visibility on site** average time user on site is 13.04 minutes*

- Specialty targeting available
- Range of formats including leaderboard and MPU
- Exclusivity of advertising space throughout module
- Brand take-over on collection of modules
- Traffic drivers - weekly alerts push content at different audience groups
- Geo-targeting available on request

Unrivaled reach

- 550,000 registered healthcare professionals
- 495,972 modules completed to date in 2016
- 2,908,206 page views from 79,575 users**
- 15,999* modules completed each week by 8,715 users

**UK reach**

- 32,000 hospital doctors
- 39,000 GPs
- 6,000 trainees
- 12,500 practice nurses

Helping you place your brand in front of healthcare professionals. Daily.

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* Average based on year to date BMJ Learning login data, 26th July 2016
** Google Analytics, July 2016
Printable Solutions
Create a lasting impression on your audience with take away materials designed to capture their attention.

Produced by our award winning infographicist, The BMJ's interactive graphics simplify a complex issue. These make great posters for distribution to your selected audience. Prices available on request.

http://www.bmj.com/infographics

Conference Editions
Use our suite of leading journal titles covering many specialties and therapy areas. Many are published on behalf of professional organisations and learned societies.

Time your marketing campaign to run in our special editions where editorial content is themed around content delivered at key conferences throughout the year.

Reprints
Article reprints are a cost-effective and authoritative way of providing information on advances in medicine. Reprints are invaluable for direct marketing, events promotion, sales support and new product information. E-prints allow for digital distribution.

BMJ Best Practice sponsorship
Create a lasting impression with world-class content from BMJ Best Practice.

The BMJ Best Practice website is accessed by over 100,000 registered healthcare professionals from 800 medical institutions in over 60 countries. Offering step-by-step guidance to clinicians on diagnosis, prognosis, treatment and prevention.

Reprints - Option 1
Engage with healthcare professionals at conferences and meetings with branded reprints of our evidence-based collection of point of care content.

Licensed Content - Option 2
Enhance your educational projects with online licensed content from BMJ Best Practice on the website of your choice. Choose from 29 medical categories including:

- Cardiovascular disorders
- Dermatology
- Endocrinology
- Metabolic disorders
- Gastroenterology
- Oncology
- Respiratory disorders
- Rheumatology

Best Practice is used by 100,000 clinicians from 800 institutions in 60 countries
Topics available in English, English US, Portuguese, Mandarin Chinese and Spanish.
Sponsor your choice of category
The BMJ Awards

Sponsor packages are available - work with us to showcase the very best healthcare in the UK.

“One of the very best health awards. It provides brilliant recognition of outstanding healthcare within the UK!”

Richard Lane OBE, President, Diabetes UK

Event Exhibition & Sponsorship

BMJ host many events* throughout the year, ranging from specialist to general updates for GPs and quality improvement and patient safety initiatives within a global environment.

- International Forum on Quality Improvement in Healthcare: Europe & Asia
- BMJ Masterclasses: regional events covering all of the UK
- Leaders in Healthcare from medical directors to healthcare managers

Case Study

Sponsor: Boehringer Ingelheim

Improving care for patients with idiopathic pulmonary fibrosis (IPF) in the UK: a round table discussion was published online and in the print version of our leading respiratory journal, Thorax.

Traffic drivers have led to significant metrics:

- 11,795 downloads to date
- 6th most downloaded article in Thorax
- Cited 7 times in Scopus, 10 times in Google Scholar
- YouTube videos received 119 views

Data as of Sept 2016

* Request a full listing of current events from your sales advisor

** Highwire
BMJ Journals
A growing portfolio
60+ titles covering a range of specialties

In the last 12 months, **36 million+ unique users** accessed our journals online, generating **54 million+ page views***

<table>
<thead>
<tr>
<th>Audience/Specialty</th>
<th>Journal</th>
<th>ONLINE (monthly data)</th>
<th>PRINT</th>
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<tbody>
<tr>
<td></td>
<td>Heart — The official journal of the British Cardiovascular Society (BCS)</td>
<td>Page Impressions: 156,500 Unique Visitors: 65,900 Print Circulation: 1,450 Frequency: Bi-weekly</td>
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<td></td>
<td>Open Heart</td>
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<td>Heart Asia</td>
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<td>CARDIOLOGY</td>
<td>Heart — The official journal of the British Cardiovascular Society (BCS)</td>
<td>Page Impressions: 156,500 Unique Visitors: 65,900 Print Circulation: 1,450 Frequency: Bi-weekly</td>
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<td></td>
<td>Open Heart</td>
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<td></td>
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<tr>
<td></td>
<td>Heart Asia</td>
<td>Please ask for latest data</td>
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</tr>
<tr>
<td>DIABETES</td>
<td>BMJ Open Diabetes Research &amp; Care</td>
<td>Please ask for latest data</td>
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<tr>
<td>EMERGENCY MEDICINE</td>
<td>Emergency Medicine Journal — The official journal of the Royal College of Emergency Medicine</td>
<td>Page Impressions: 115,000 Unique Visitors: 56,000 Print Circulation: 6,070 Frequency: Monthly</td>
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<td></td>
<td>Journal of the Royal Army Medical Corps</td>
<td>Page Impressions: 12,000 Unique Visitors: 3,330 Print Circulation: 6,300 Frequency: 6 Issues per year</td>
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<tr>
<td>EVIDENCE-BASED MEDICINE</td>
<td>Evidence-Based Medicine</td>
<td>Page Impressions: 35,000 Unique Visitors: 18,500 Print Circulation: 480 Frequency: Bi-monthly</td>
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<tr>
<td>GASTROENTEROLOGY</td>
<td>Gut — The official journal of the British Society of Gastroenterology</td>
<td>Page Impressions: 228,500 Unique Visitors: 105,000 Print Circulation: 2,950 Frequency: Monthly</td>
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<td></td>
<td>Frontline Gastroenterology</td>
<td>Page Impressions: 3,700 Unique Visitors: 3,700 Print Circulation: 3,700 Frequency: Quarterly</td>
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<tr>
<td></td>
<td>BMJ Open Gastroenterology</td>
<td>Please ask for latest data</td>
<td></td>
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* Web traffic obtained from Google Analytics Aug 2016
** Non commercial use only

Our Open Access journals are available online, they are free to readers for unrestricted access and reuse**

Please ask for the latest data
<table>
<thead>
<tr>
<th>Audience/Specialty</th>
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<th>Print Circulation</th>
<th>Frequency</th>
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<td>BMJ Case Reports</td>
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<td>BMJ Open</td>
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<td>76,100</td>
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<td>BMJ Innovations</td>
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<td></td>
<td>Journal of Investigative Medicine</td>
<td>175,100</td>
<td>76,100</td>
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<td>BMJ Simulation &amp; Technology Enhanced Learning</td>
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<td>Postgraduate Medical Journal</td>
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<td>Journal of Medical Genetics</td>
<td>63,500</td>
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<td>European Journal of Hospital Pharmacy</td>
<td>20,000</td>
<td>6,700</td>
<td>17,000</td>
<td>Bi-monthly</td>
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<tr>
<td>Conference Edition Available</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>Official journal of the European Association of Hospital Pharmacists</td>
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<tr>
<td><strong>NEUROLOGY &amp; PSYCHIATRY</strong></td>
<td>Evidence-Based Mental Health</td>
<td>20,500</td>
<td>9,500</td>
<td>580</td>
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<td></td>
<td>Co-owned by the Royal College of Psychiatrists, the British Psychological Society and BMJ</td>
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<td>Journal of NeuroInterventional Surgery</td>
<td>25,157</td>
<td>8,217</td>
<td>1,800</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>The official journal of the Society of NeuroInterventional Surgery</td>
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<td><strong>STROKE &amp; VASCULAR NEUROLOGY</strong></td>
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<td></td>
<td>Journal of Neurology Neurosurgery and Psychiatry</td>
<td>221,200</td>
<td>122,000</td>
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<td></td>
<td>Practical Neurology</td>
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<td>14,100</td>
<td>2,400</td>
<td>Bi-monthly</td>
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<td><strong>NURSING</strong></td>
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<td>67,700</td>
<td>28,800</td>
<td>8,300</td>
<td>Quarterly</td>
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<td>Many of our titles have a nursing circulation, please ask for more details</td>
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<td></td>
<td>Co-owned by RCNi and BMJ</td>
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<td></td>
<td>End of Life with St Christopher’s</td>
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<td>Online only</td>
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<td>Continuous</td>
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<td><strong>ONCOLOGY</strong></td>
<td>ESMO Open</td>
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<td>Please ask for latest data</td>
<td></td>
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<tr>
<td></td>
<td>An official journal of the European Society for Medical Oncology</td>
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*Web traffic obtained from Google Analytics Aug 2016*
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<th>Journal</th>
<th>ONLINE (monthly data)</th>
<th>PRINT</th>
<th>Frequency</th>
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<tr>
<td></td>
<td><strong>BMJ Open Ophthalmology</strong></td>
<td>Please ask for latest data</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PAEDIATRICS</strong></td>
<td>Archives of Disease in Childhood - The official journal of the Royal College of Paediatrics and Child Health</td>
<td>Page Impressions: 261,300</td>
<td>Unique Visitors: 117,400</td>
<td>Print Circulation: 13,400</td>
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<tr>
<td></td>
<td>Education &amp; Practice - Fetal &amp; Neonatal</td>
<td>Page Impressions: 13,400</td>
<td>Unique Visitors: 1,340</td>
<td>Print Circulation: 13,400</td>
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<tr>
<td><strong>PUBLIC HEALTH</strong></td>
<td>BMJ Quality &amp; Safety - The official journal of The Health Foundation</td>
<td>Page Impressions: 135,000</td>
<td>Unique Visitors: 57,000</td>
<td>Print Circulation: 650</td>
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<tr>
<td></td>
<td><strong>BMJ Global Health</strong></td>
<td>Please ask for latest data</td>
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<tr>
<td></td>
<td>Journal of Epidemiology &amp; Community Health</td>
<td>Page Impressions: 106,700</td>
<td>Unique Visitors: 50,100</td>
<td>Print Circulation: 600</td>
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<tr>
<td></td>
<td><strong>BMJ Open Respiratory Research</strong></td>
<td>Please ask for latest data</td>
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<tr>
<td><strong>RHEUMATOLOGY</strong></td>
<td>Annals of the Rheumatic Diseases - Official journal of EULAR (European League Against Rheumatism)</td>
<td>Page Impressions: 284,000</td>
<td>Unique Visitors: 105,500</td>
<td>Print Circulation: 12,350</td>
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<td></td>
<td>RMD Open: Rheumatic and Musculoskeletal</td>
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* Web traffic obtained from Google Analytics Aug 2016
<table>
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<th>ONLINE (monthly data)</th>
<th>PRINT</th>
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<tr>
<td></td>
<td></td>
<td>Page Impressions</td>
<td>Unique Visitors</td>
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<tr>
<td><strong>REPRODUCTIVE AND SEXUAL HEALTH</strong></td>
<td>Journal of Family Planning and Reproductive Health Care</td>
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<td>Conference Edition Available</td>
<td>Sexually Transmitted Infections</td>
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<td>Acupuncture in Medicine</td>
<td>23,000</td>
<td>9,500</td>
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<td>Journal of Medical Ethics</td>
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<td>Medical Humanities</td>
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<td><strong>SPORTS MEDICINE</strong></td>
<td>British Journal of Sports Medicine</td>
<td>287,100</td>
<td>112,000</td>
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<td></td>
<td>BMJ Open Sport &amp; Exercise Medicine</td>
<td>Please ask for latest data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Journal of International Society of Arthroscopy, Knee Surgery and Orthopaedic Sports Medicine</td>
<td>Please ask for latest data</td>
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</table>

* Web traffic obtained from Google Analytics Aug 2016
### The BMJ print advertising rates

<table>
<thead>
<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>DPS</strong></td>
<td>4 colour</td>
<td>£10,265</td>
<td>£9,967</td>
<td>£8,302</td>
<td>£4,094</td>
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<tr>
<td></td>
<td>Mono</td>
<td>£6,860</td>
<td>£6,645</td>
<td>£4,988</td>
<td>£1,992</td>
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<td><strong>WHOLE PAGE</strong></td>
<td>4 colour</td>
<td>£5,820</td>
<td>£5,657</td>
<td>£4,317</td>
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<tr>
<td></td>
<td>Mono</td>
<td>£3,936</td>
<td>£3,828</td>
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<tr>
<td><strong>HALF PAGE</strong></td>
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<td>£3,936</td>
<td>£3,088</td>
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<td></td>
<td>Mono</td>
<td>£3,004</td>
<td>£2,489</td>
<td>£1,903</td>
<td>£1,138</td>
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<tr>
<td><strong>THIRD PAGE</strong></td>
<td>4 colour</td>
<td>£3,683</td>
<td>£3,578</td>
<td>£2,904</td>
<td>£669</td>
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<tr>
<td></td>
<td>Mono</td>
<td>£2,486</td>
<td>£2,417</td>
<td>£1,903</td>
<td>£443*</td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>4 colour</td>
<td>£3,428</td>
<td>£3,328</td>
<td>£2,489</td>
<td>£315</td>
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<td></td>
<td>Mono</td>
<td>£1,885</td>
<td>£1,827</td>
<td>£1,330</td>
<td>£315</td>
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</tbody>
</table>

* Student BMJ September issue circulated to all first year medical students

### The BMJ inserts

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour Spec</th>
<th>Loose Inserts</th>
<th>Bound Inserts</th>
<th>Band Wrappers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The BMJ Editions</strong></td>
<td>CR</td>
<td>GP</td>
<td>CR</td>
<td>GP</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td>£12,118</td>
<td>£4,822</td>
<td>£24236</td>
<td>£9,643</td>
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<tr>
<td><strong>SURCHARGE OVER 10GMS</strong></td>
<td>£185</td>
<td>£6</td>
<td>£168</td>
<td>£6</td>
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<tr>
<td><strong>TARGETED INSERTS</strong> (BELOW 10,000)</td>
<td>£3,360</td>
<td>£3,360</td>
<td>£6,050</td>
<td>£6,050</td>
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</tbody>
</table>


### Specialty breakdown

<table>
<thead>
<tr>
<th>Senior Grade Clinicians</th>
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<tbody>
<tr>
<td>Psychiatry</td>
<td>7,388</td>
</tr>
<tr>
<td>Paediatrics</td>
<td>4,629</td>
</tr>
<tr>
<td>General Surgeons</td>
<td>3,976</td>
</tr>
<tr>
<td>A&amp;E Consultants</td>
<td>2,944</td>
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<tr>
<td>Radiologists</td>
<td>2,338</td>
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<tr>
<td>Geriatric Medicine</td>
<td>1,932</td>
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<tr>
<td>Respiratory</td>
<td>1,260</td>
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<tr>
<td>Oncologists</td>
<td>1,063</td>
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<tr>
<td>Diabetes</td>
<td>824</td>
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</table>

### Digital rates

<table>
<thead>
<tr>
<th><strong>BANNER ADVERT</strong> 468 x 60</th>
<th>£45</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD</strong> 728 x 90</td>
<td>£55</td>
</tr>
<tr>
<td><strong>MPU (MID PAGE UNIT)</strong> 300 x 250</td>
<td>£60</td>
</tr>
<tr>
<td><strong>EMAIL ALERTS</strong> Banner advert or 5 lines of text</td>
<td>£1,700</td>
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<tr>
<td><strong>SECONDARY CARE ALERTS</strong> 3 inserts</td>
<td>£3,500</td>
</tr>
<tr>
<td><strong>SPECIALTY PORTALS</strong> 6 months</td>
<td>£25,000</td>
</tr>
</tbody>
</table>

* CPM is the abbreviation for cost per 1,000 impressions, which refers to the number of times your advertisement is seen or downloaded onto a specific page.
### Print Advert Technical Specifications

<table>
<thead>
<tr>
<th></th>
<th>The BMJ</th>
<th>Student BMJ</th>
<th>Journals from BMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>Bleed 286mm x 216mm</td>
<td>303mm x 216mm</td>
<td>286mm x 216mm</td>
</tr>
<tr>
<td></td>
<td>Trim 280mm x 210mm</td>
<td>297mm x 210mm</td>
<td>280mm x 210mm</td>
</tr>
<tr>
<td></td>
<td>Type 243mm x 186mm</td>
<td>264mm x 186mm</td>
<td>243mm x 186mm</td>
</tr>
<tr>
<td><strong>Half Page Horizontal</strong></td>
<td>Type 121mm x 186mm</td>
<td>129mm x 186mm</td>
<td>121mm x 186mm</td>
</tr>
<tr>
<td><strong>Half Page Vertical</strong></td>
<td>Type 248mm x 90mm</td>
<td>264mm x 90mm</td>
<td>243mm x 90mm</td>
</tr>
<tr>
<td><strong>Quarter Page</strong></td>
<td>Portrait 124mm x 90mm</td>
<td>129mm x 90mm</td>
<td>124mm x 90mm</td>
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<tr>
<td><strong>Third Page Horizontal</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>188mm x 82mm</td>
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<tr>
<td><strong>DPS</strong></td>
<td>All DPS adverts must be supplied as 2 single PDF files, left and right hand pages.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is important to leave at least a 10mm text/image clearance on both left and right hand edges of an ad in order to ensure that those edges are not lost into the spine or trimmed off during binding. BMJ cannot accept responsibility if ads are not supplied with the correct clearance.

**Supply of Artwork**
Ads should be supplied 10 days before publication date. We will require the ad material to be supplied as a high resolution .pdf. This can be emailed to sjohnson@bmj.com