Effective advertising opportunities

BMJ is a leading healthcare knowledge provider. From internists, to neurologists and cardiologists, advertisers take advantage of BMJ’s extensive reach into the healthcare market.

Contact us

For more information on advertising, and to discuss your campaign requirements, please contact:

JOHN LOUGHRAN
Director of Sales
American Medical Communications
(215) 292-4112
jloughran@americanmedicalcomm.com
The BMJ—one of the most respected general medical journals in the world—keeps physicians, researchers and other healthcare professionals up-to-date on the latest medical advances around the world.

The BMJ in print

Available in three print editions, The BMJ is your link to internal medicine physicians in the United States and around the world. Contact your sales representative for the latest circulation figures of each edition.

<table>
<thead>
<tr>
<th>The BMJ - Edition</th>
<th>Global Print Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Research Edition</td>
<td>78k+</td>
</tr>
<tr>
<td>General Practice Edition</td>
<td>28k+</td>
</tr>
<tr>
<td>Academic Edition</td>
<td>900+</td>
</tr>
</tbody>
</table>

The BMJ online

A digitally-responsive website provides an optimal viewing experience from any device. Online access can be purchased separately, or is free with a print subscription.

Why The BMJ online?

- A significant amount of U.S. traffic each month, accounting for 27% of all site visitors
  - 434 thousand+ monthly site visits from the U.S.
  - 644 thousand+ monthly page views from the U.S.
- High traffic volume each month
  - 1.5 million+ monthly site visits worldwide
- 2.7 million+ monthly page views worldwide
  - Reliable ad serving software ensures accurate delivery to your target audience. GEO-IP enables precise geographical targeting. Real Media™ and Open Adstream™ verifies delivery of advertisement inventory

1. Source: Google Analytics, Monthly average from January - June 2017
2. 2016 Journal Citations Report @, Clarivate Analytics, 2017

Advertising options include:
- Leaderboard
- Mid-page unit
- Mobile Banner

See page 4 for specs and pricing
### Specialty journals -- Print statistics

<table>
<thead>
<tr>
<th>Journal</th>
<th>Primary audience</th>
<th>Global Circulation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annals of the Rheumatic Diseases</td>
<td>Rheumatologists</td>
<td>12,350</td>
<td>Monthly</td>
</tr>
<tr>
<td>Archives of Disease in Childhood</td>
<td>Pediatricians</td>
<td>13,410</td>
<td>Monthly</td>
</tr>
<tr>
<td>British Journal of Ophthalmology</td>
<td>Ophthalmologists</td>
<td>800</td>
<td>Monthly</td>
</tr>
<tr>
<td>British Journal of Sports Medicine</td>
<td>Sports physicians</td>
<td>1,250</td>
<td>Bi-weekly</td>
</tr>
<tr>
<td>Gut</td>
<td>Gastroenterologists</td>
<td>2,900</td>
<td>Monthly</td>
</tr>
<tr>
<td>Heart</td>
<td>Cardiologists</td>
<td>1,450</td>
<td>Bi-weekly</td>
</tr>
<tr>
<td>Journal of Investigative Medicine</td>
<td>Biomedical researchers</td>
<td>830</td>
<td>8x per year</td>
</tr>
<tr>
<td>Journal of ISAKOS</td>
<td>Orthopedic surgeons</td>
<td>2,400</td>
<td>Bi-monthly</td>
</tr>
<tr>
<td>Journal of NeuroInterventional Surgery</td>
<td>Neurointerventional specialists</td>
<td>1,800</td>
<td>12 issues/year</td>
</tr>
<tr>
<td>Journal of Neurology, Neuroscience and Psychiatry</td>
<td>Neurologists</td>
<td>960</td>
<td>Monthly</td>
</tr>
<tr>
<td>Thorax</td>
<td>Pulmonologists</td>
<td>3,100</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

Please ask an advertising sales representative about statistics for any other Journal from BMJ.

### Print rates & specifications

<table>
<thead>
<tr>
<th></th>
<th>The BMJ Academic Edition</th>
<th>Journals from BMJ</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>Color $4,000</td>
<td>Color $1,417</td>
<td>Size - 3-1/2&quot; (w) x 4-7/8&quot; (h)</td>
</tr>
<tr>
<td></td>
<td>B/W $2,136</td>
<td>B/W $913</td>
<td>Horizontal - 7-3/8&quot; (w) x 4-3/4&quot; (h) Vertical - 3-1/2&quot; (w) x 9-1/2&quot; (h)</td>
</tr>
<tr>
<td>Half page</td>
<td>Color $5,344</td>
<td>Color $2,682</td>
<td>Bleed - 8-1/2&quot; (w) x 11-1/4&quot; (h) Trim - 8-1/2&quot; (w) x 11&quot; (h) Live area - 7-3/8&quot; (w) x 9-1/2&quot; (h)</td>
</tr>
<tr>
<td></td>
<td>B/W $4,000</td>
<td>B/W $1,338</td>
<td>Two single, full-page PDF files Left and right-hand page Allow 3/8&quot; gutter bleed (3/16&quot; on each side)</td>
</tr>
<tr>
<td>Full page</td>
<td>Color $6,945</td>
<td>Color $3,438</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B/W $5,344</td>
<td>B/W $1,942</td>
<td></td>
</tr>
<tr>
<td>Double-page spread</td>
<td>Color $13,335</td>
<td>Color $6,877</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B/W $8,022</td>
<td>B/W $3,885</td>
<td></td>
</tr>
</tbody>
</table>

Please note: Advertisements are accepted subject to availability and BMJ approval.
Specialty journals – Website statistics

<table>
<thead>
<tr>
<th>Website</th>
<th>Primary audience</th>
<th>U.S. visits per month:</th>
<th>U.S. page impressions per month:</th>
<th>Global visits per month:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annals of the Rheumatic Diseases ard.bmj.com</td>
<td>Rheumatologists</td>
<td>68,746</td>
<td>102,859</td>
<td>217,852</td>
</tr>
<tr>
<td>Archives of Disease in Childhood adc.bmj.com</td>
<td>Pediatricians</td>
<td>52,417</td>
<td>78,226</td>
<td>78,226</td>
</tr>
<tr>
<td>British Journal of Ophthalmology bjo.bmj.com</td>
<td>Ophthalmologists</td>
<td>22,773</td>
<td>32,994</td>
<td>86,592</td>
</tr>
<tr>
<td>British Journal of Sports Medicine bjsm.bmj.com</td>
<td>Sports physicians</td>
<td>105,567</td>
<td>159,158</td>
<td>362,680</td>
</tr>
<tr>
<td>Gut gut.bmj.com</td>
<td>Gastroenterologists</td>
<td>64,185</td>
<td>96,562</td>
<td>205,934</td>
</tr>
<tr>
<td>Heart heart.bmj.com</td>
<td>Cardiologists</td>
<td>43,543</td>
<td>63,230</td>
<td>148,627</td>
</tr>
<tr>
<td>Journal of Investigative Medicine jim.bmj.com</td>
<td>Biomedical researchers</td>
<td>4,356</td>
<td>9,188</td>
<td>11,244</td>
</tr>
<tr>
<td>Journal of ISAKOS jisakos.bmj.com</td>
<td>Orthopedic surgeons</td>
<td>1,768</td>
<td>2,633</td>
<td>4,950</td>
</tr>
<tr>
<td>Journal of NeuroInterventional Surgery jnis.bmj.com</td>
<td>Neurointerventional specialists</td>
<td>9,527</td>
<td>17,064</td>
<td>20,620</td>
</tr>
<tr>
<td>Journal of Neurology, Neuroscience and Psychiatry jnnp.bmj.com</td>
<td>Neurologists</td>
<td>99,277</td>
<td>125,151</td>
<td>233,146</td>
</tr>
<tr>
<td>Thorax thorax.bmj.com</td>
<td>Pulmonologists</td>
<td>38,149</td>
<td>25,295</td>
<td>145,073</td>
</tr>
</tbody>
</table>

Source: Google Analytics, Monthly average from January - June 2017

*Ad impression inventory may vary; ask a representative for the latest figures for these and any other BMJ journal.

Digital rates & specifications – includes The BMJ

<table>
<thead>
<tr>
<th>Format</th>
<th>Pixels</th>
<th>CPM*</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile banner</td>
<td>320 x 50</td>
<td>$68.25</td>
<td>File type: GIFs (animated preferred) and Rich Media accepted, subject to production clearance</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$68.25</td>
<td>File size: Up to 50kb</td>
</tr>
<tr>
<td>MPU (Mid page unit)</td>
<td>300 x 250</td>
<td>$73.50</td>
<td>Deadline of receipt of material: 5 working days prior to publication</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>$68.25</td>
<td></td>
</tr>
<tr>
<td>Super skyscraper</td>
<td>160 x 600</td>
<td>$68.25</td>
<td></td>
</tr>
<tr>
<td>Expandable skyscraper</td>
<td>160 x 600 x 240</td>
<td>$68.25</td>
<td></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.

Please note: Advertisements are accepted subject to availability and BMJ approval.
**Additional advertising opportunities!**

Maximize your visibility — and investment — through these creative ad placements.

- **eToc alert advertising:** Available for each BMJ journal. eToc recipients have opted-in to receive an email with the table of contents for each new issue.
- **Controlled print circulation:** Sponsor sending an entire journal issue to U.S. health care professionals.
- **Print cover wraps:** Ensure your message is seen by print journal recipients on a cover wrap or belly band.

Other opportunities available. Please contact us today to discuss these highly targeted options!

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### Additional titles include:

**Cardiology**
- Heart Asia
- Open Heart

**Endocrinology**
- BMJ Open Diabetes Research & Care

**Evidence-Based**
- BMJ Evidence-Based Medicine
- Evidence Based Mental Health
- Evidence-Based Nursing

**Gastroenterology**
- Frontline Gastroenterology
- BMJ Open Gastroenterology

**General Medicine**
- BMJ Case Reports
- BMJ Open
- Journal of Medical Ethics
- Medical Humanities
- Postgraduate Medical Journal

**Neurology**
- Practical Neurology
- Stroke and Vascular Neurology

**Nursing**
- Evidence-Based Nursing
- End of Life Journal
- BMJ Supportive & Palliative Care
- Journal of Family Planning & Reproductive Health Care

**Pediatrics**
- ADC Education & Practice Edition
- ADC Fetal & Neonatal Edition
- BMJ Paediatrics Open

**Pharmacy**
- European Journal of Hospital Pharmacy
- BMJ Evidence-Based Medicine
- Drug and Therapeutics Bulletin

**Public Health**
- BMJ Global Health
- Emergency Medicine Journal
- Injury Prevention
- Journal of Epidemiology & Community Health
- Occupational & Environmental Medicine
- Sexually Transmitted Infections
- Tobacco Control

**Quality & Safety**
- BMJ Quality & Safety

**Respiratory**
- BMJ Open Respiratory Research

**Rheumatology**
- EULAR Textbooks
- RMD Open: Rheumatic & Musculoskeletal Diseases
- Lupus Science & Medicine

**Specialty**
- Acupuncture in Medicine
- BMJ Supportive & Palliative Care
- Journal of Clinical Pathology
- Journal of Family Planning and Reproductive Health Care
- Journal of Medical Genetics

**Sports Medicine**
- BMJ Open Sport & Exercise Medicine

**Veterinary**
- In Practice
- Veterinary Record
- Veterinary Record Open
- Veterinary Record Case Reports
Contact us

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