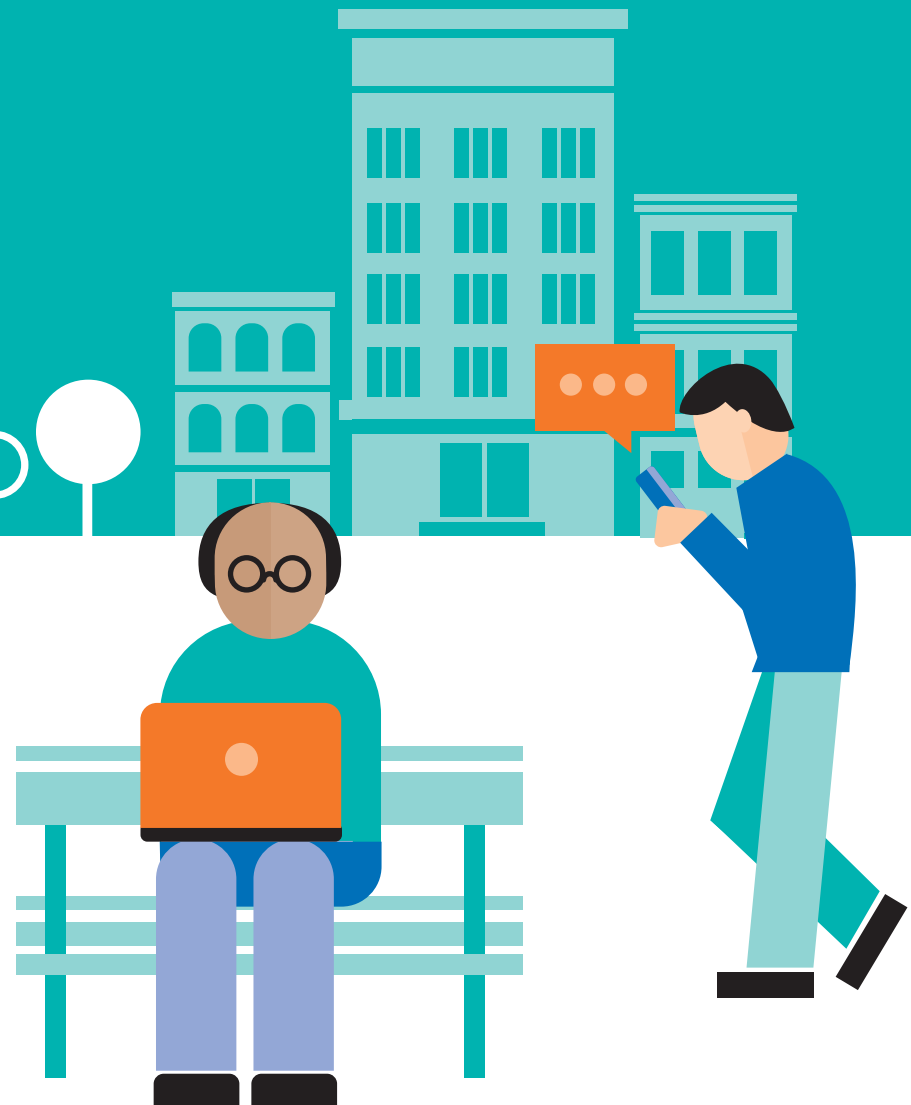


BMJ Careers

Media Pack 2017

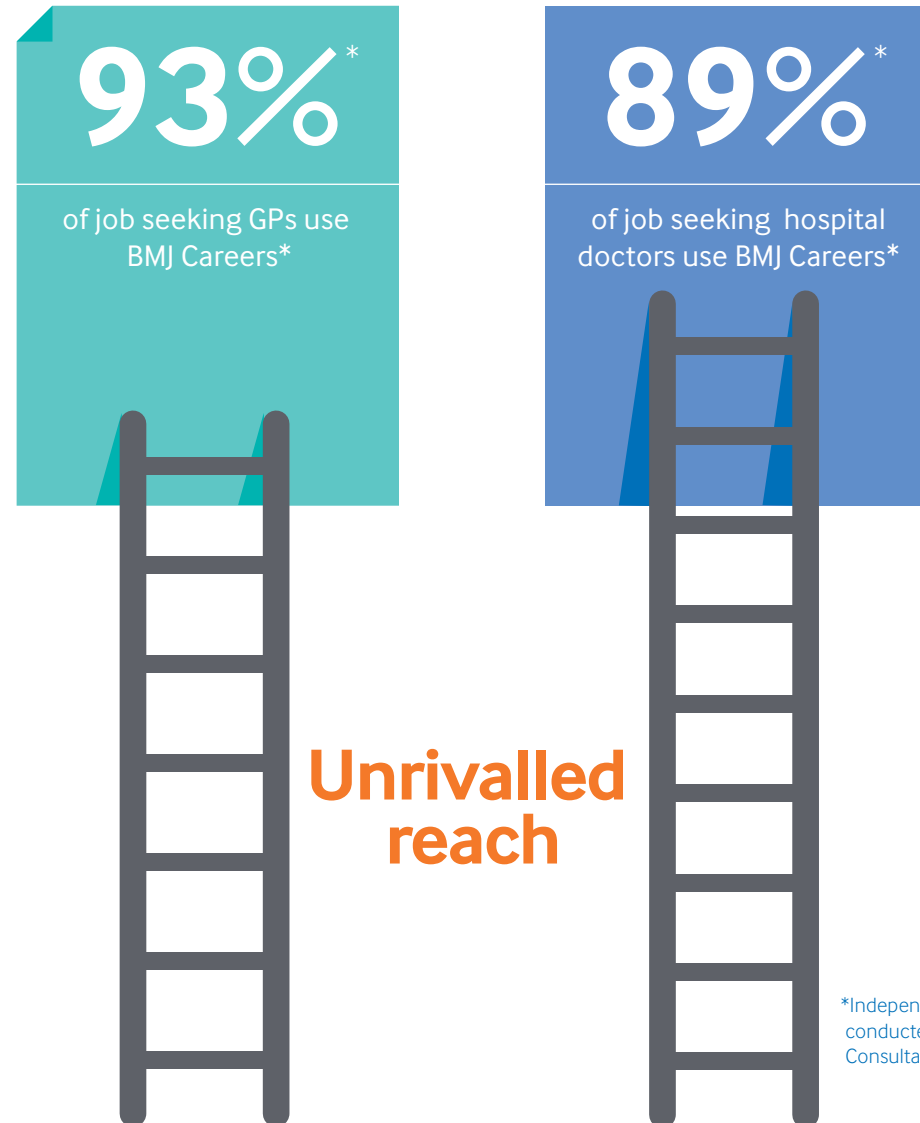
In print | Online | In person



jobs.bmj.com

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*Independent market research conducted by Think Media Consultancy, 2016

Invest in what matters most

Quality candidates when you want them

Hiring the right doctor is one of the most important investments that any organisation can make. With our high quality readership and impressive unique user statistics BMJ Careers provides an essential component to your medical recruitment campaign.



Print advertising

BMJ Clinical Research has a circulation of 88,287* and our General Practice edition reaches 30,837* GPs. With our impressive readership and unique user statistics you get the greatest chance of finding the right candidates fast, saving you time and money

Full page advert

Quarter page advert



Half page advert

thebmj Print Circulation

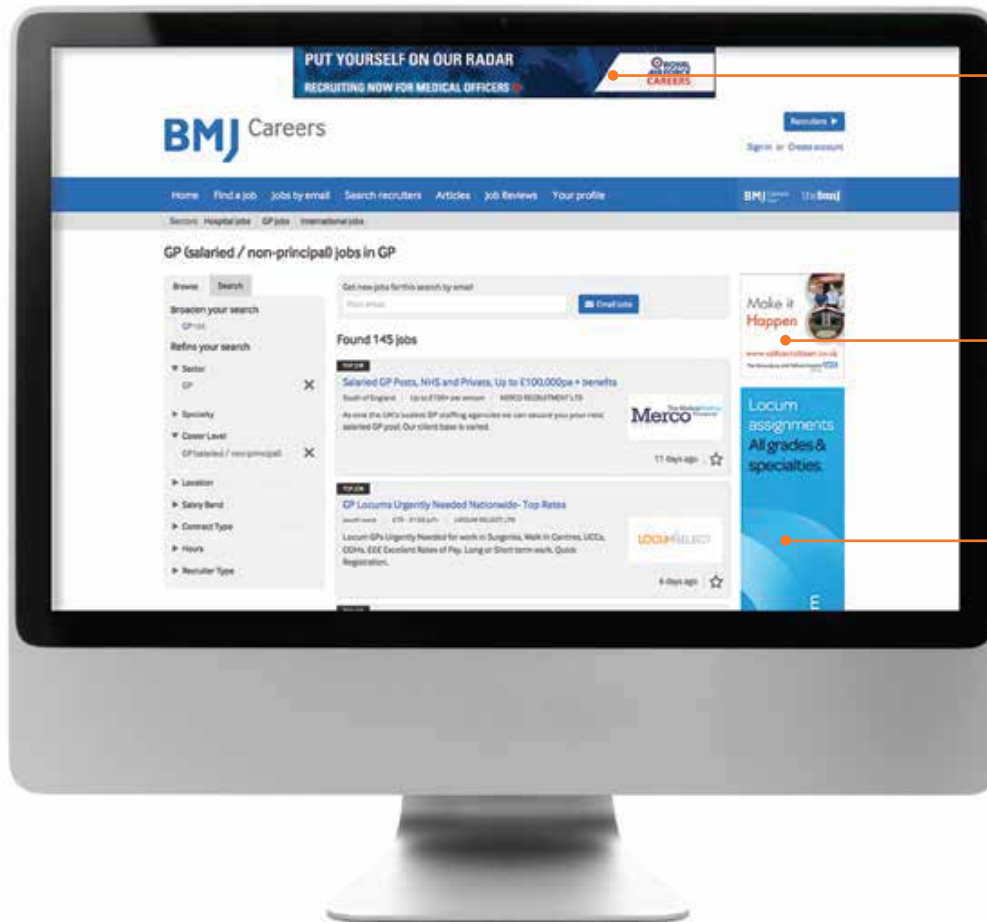
88,287**
Clinical Research edition

30,837**
General Practice edition

** Print circulation 2015

Digital advertising

Advertising with BMJ Careers means you reach doctors whether they are at home, at work or on the go. No matter what device they are using (PC, laptop, mobile, tablet) we can reach your target audience.



Banner/leaderboard
Heads the page
with eye catching
prominence

Button Enhances your
organisation's profile and
links to your listing

Skyscraper prominence
next to search results

172,341[^]
unique monthly
visitors

601,628[^]
monthly visits

[^] Google Analytics, November 2016

Digital advertising

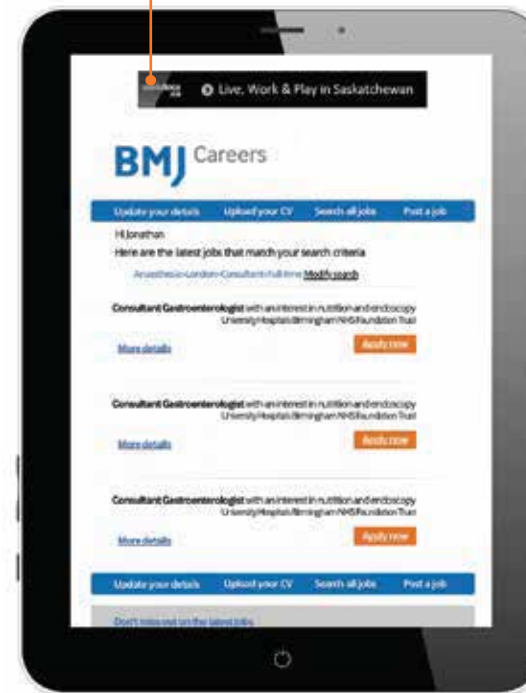
Top job Increase response with a preferred position at the top of search results

Premium job Draw further attention to your vacancy with a premium job

Job alert banner Target your audience in alerts going direct to the job seekers email inbox



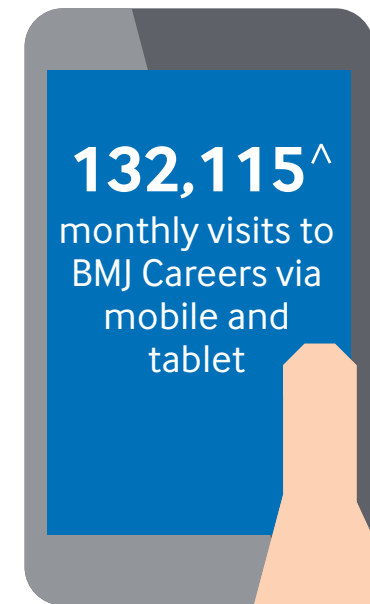
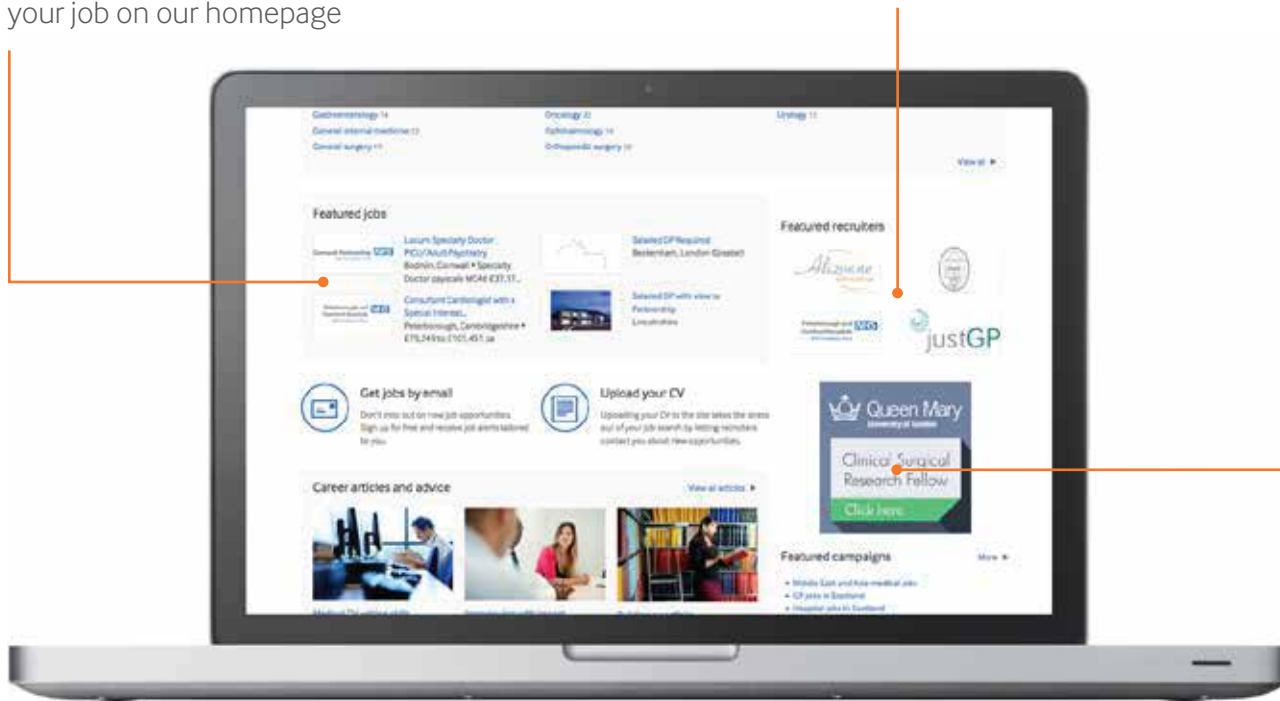
Sponsored keyword job
Engage your audience through keyword searches



Featured job on homepage
Enjoy strong visibility by placing your job on our homepage

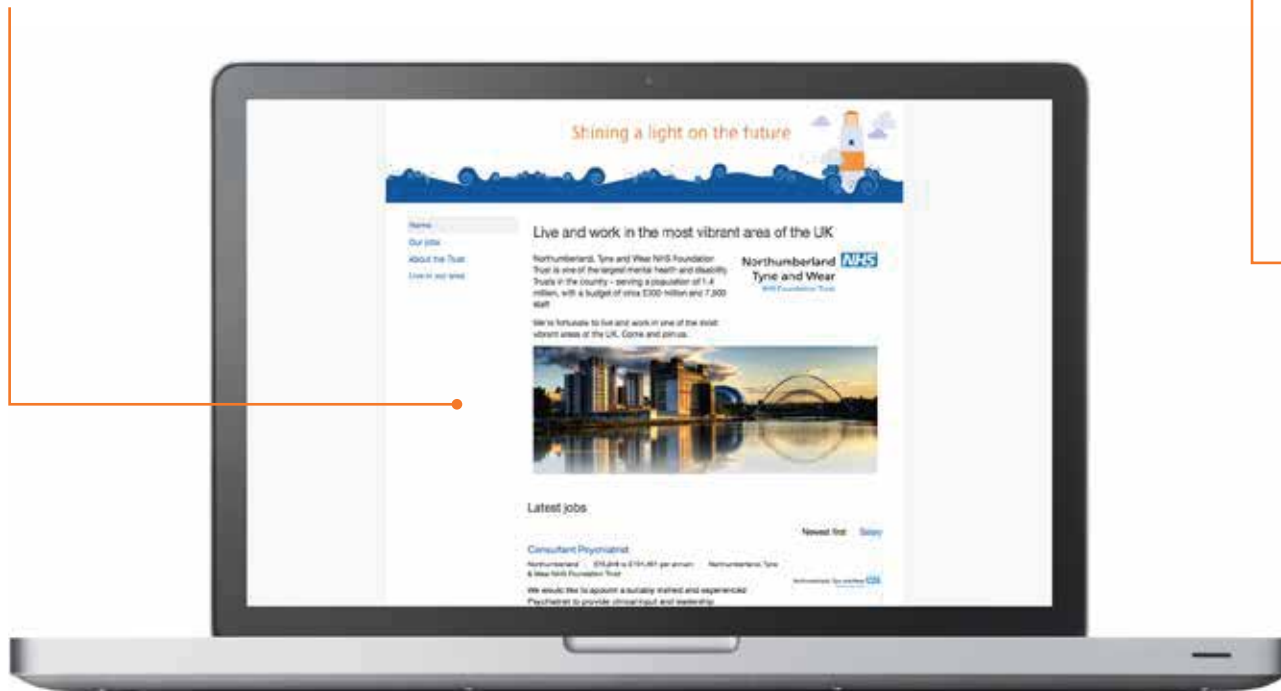
Featured recruiter Increase your brand visibility on our homepage

MPU Maximise your response with an MPU



[^] Google Analytics, November 2016

Recruiter minisite Bespoke, branded pages to feature your organisation and current vacancies. Created with a unique URL that you can use for any marketing activities



Job target emails Email your job to a tailored hand-selected jobseeker audience - giving your vacancies the competitive advantage




BMJ Careers Fair

The BMJ Careers Fair is the UK's most comprehensive medical recruitment event attracting around 1,800 delegates each year. We offer a unique opportunity to meet potential applicants in person, saving you time and money on recruitment costs. We can offer you a range of sponsorship and exhibition opportunities to suit your budget and objectives, and are happy to tailor a package to your needs.


- Meet potential applicants
- Increase the visibility of your organisation
- Network with other recruiters and service providers
- Receive valuable feedback from your intended audience




Overall stats

-  **1,825** attendees in 2016
-  **86** exhibitors

Delegate highlights

-  **80%** of attendees will be in touch with exhibitors after the event

Exhibitor highlights

-  **95%** of exhibitors fully or partly met their objectives by exhibiting at the event

“We have been coming to the BMJ Careers Fair for at least 10 years. It's a major part of our recruiting schedule. BMJ has been a major part of our marketing campaign for a long time.”

Health Match BC



Advertising rates

Print	Edition & price		
	Clinical Research	GP	Both
Display <i>Single column centimetre*</i>			
Display	£59*	£51*	£78*
Extras			
Cross reference	£177		
Full colour	+20%		
Spot colour	+10%		
<i>*Minimum size 6cm x 2 col</i>			

Online	Edition & price			
	General	NHS	BMA	Duration
Job listing with logo	£770	£672	£656	2 weeks

BMJ Careers fair 2017	Price
Exhibition stands	
3 x 3m	£3,390
3 x 6m	£6,780
5 x 6m	£9,686
Contact us to discuss sponsorship packages and NHS/charity discounts	

Digital enhancements	Price	Duration
Enhancements		
<i>Purchased in addition to single job listing</i>		
Premium job	£185	2 weeks
Promoted job	£370	2 weeks
Top job	£370	2 weeks
Sponsored key word job	£370	2 weeks
Custom HTML job	£370	2 weeks
Featured job homepage	£461	2 weeks
Video job	£975	2 weeks
Featured recruiter	£472	2 weeks
Job target email campaign	£1,575	100 recipients
Recruiter minisite	£2,460	12 months
Job alert banner	£810	1 week
Job alert button	£359	1 week
Leaderboard	£28	CPM
Button	£17	CPM
Targeted button/banner	£65	CPM
bmj.com button	£28	CPM
MPU homepage	£53	CPM
Skyscraper	£38	CPM
Creative charge – static button or banner	£100	–
CV credits <i>Must be used within duration period</i>		
1 CV credit	£250	1 month
5 CV credits	£750	12 months
10 CV credits	£1,250	12 months

- £500 discount when print and digital enhancements booked together
- 30% BMA members discount. 15% NHS discount. Only one discount may be applied to a booking
- Contact us for our discounted combined print and online packages

Technical specifications



Print

Copy and deadlines

Deadlines

Monday 10am (5 days prior to publication)

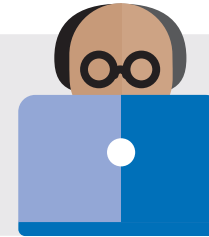
Deadlines change when the issue is affected by a Bank Holiday

Supply of digital material

- We require the advertisement to be saved as a high resolution, CMYK PDF. All fonts must be embedded.
- Ensure all pictures/logos are high resolution and CMYK format
- Send to careers@bmj.com

Dimensions

1 column width	45mm
2 column width	95mm
4 column width	194mm
Page depth	260mm
Full page	260mm x 194mm
½ page vertical	260mm x 95mm
½ page horizontal	130mm x 194mm
Quarter page	130mm x 95mm



Online

Advertisement

Size (width x height pixels)

Logo on listing	360 x 180
Job alert banner	936 x 120
Leaderboard	1456 x 180
Button	320 x 320
bmj.com button	600 x 500
MPU homepage	600 x 500
Skyscraper	320 x 1200

Preferred format:

Online ad sizes are requested at 2x for Hi-DPI/'Retina' screens.

For ads served via 3rd party tags, continue to use 1x assets.
Use of Flash is discouraged.

Please supply HTML5 or gif for animations.

Terms and conditions for advertising

Standard terms and conditions for advertising can be found online at careers.bmj.com



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E: careers@bmj.com

W: careers.bmj.com