



Connecting you  
with clinicians



BMJ can give you direct access to healthcare professionals through a range of channels and bespoke solutions. [Let us guide you.](#)

## Meet the BMJ Corporate Sales team



Richard Purdy  
rpurdy@bmj.com  
+44 (0)20 7383 6192  
[Head of International Sponsorship and Advertising](#)



David Bell  
dbell@bmj.com  
+44 (0) 20 7383 6053  
[Sales Manager](#)  
– Events & Sponsorship



Marc Clifford  
mclifford@bmj.com  
+44 (0) 20 7383 6161  
[Sales Manager](#)  
– Digital Advertising



Nick Gray  
ngray@bmj.com  
+44 (0) 20 7383 6386  
[Sales Manager](#)  
– The BMJ (print)



Sophie Fitzsimmons  
sfitzsimmons@bmj.com  
+44 (0) 20 7383 6783  
[Sales Executive](#)  
– Journals from BMJ



Laura Stanley  
lstanley@bmj.com  
+44 (0) 20 7383 6181  
[Sales Support - Events](#)



Nadia Gurney-Randall  
ngurney-randall@bmj.com  
+44 (0)20 8445 5825  
[Head of International Sales Manager - Reprints](#)

Advancing healthcare  
since 1840

**704,130<sup>1</sup>**  
contactable clinicians

**Over 5 million<sup>2</sup>**  
users visit our websites each month

**7 offices in  
3 continents**

**170 years**  
of publishing experience

## Market knowledge

More than 1 in 10 of our staff are fully qualified health professionals



“BMJ advances healthcare worldwide by sharing knowledge and expertise to improve experiences, outcomes and value”

Tim Brooks  
CEO, BMJ

Put your trust in the clinician's most trusted brand

**Source:**

1. BMJ database, number of clinicians opted in to receive communications, October 2015)
2. Google Analytics Sept 2015

# Connecting you with clinicians

BMJ can deliver a range of healthcare professionals



## GPs

- The BMJ reaches 74% of all UK GP's<sup>1</sup>
- 30,837 GPs receive The BMJ each WEEK<sup>2</sup>
- 59% of GPs regularly read The BMJ<sup>3</sup>
- 3,651 GP's participated in 14 BMJ events aimed at GPs<sup>4</sup>



## Medical Students

- 20,000 students receive Student BMJ termly<sup>2</sup>, 24,000 receive the Freshers issue
- 27,106 unique users regularly visit our student website<sup>7</sup>
- 75,000 received a monthly dedicated student alert
- Connect with tomorrow's doctors, today



## Hospital Doctors

- 88,287 hospital doctors receive The BMJ each week<sup>2</sup>
- The BMJ Clinical Research edition is the market leader with an average issue readership of 46% of all UK senior grade hospital doctors<sup>5</sup>
- Targeting by specialty, grade and region available
- 4,200 clinicians participated in 2 international events<sup>6</sup>



## Clinical Specialists

- 60+ titles covering a range of specialties
- Over 5 million users visit our websites each month<sup>7</sup>
- Targeting available to a range of email alerts on our database of 704,130 contactable clinicians<sup>7</sup>
- Over 1,400 specialists participated in over 12 BMJ events\*



## 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
- BMJ have over 10,000 contacts within public health policy & risk management



## Allied Health Professionals

- 112,914 contactable nurses available on our marketing database, 50% within the UK
- 17,000 pharmacists receive a monthly journal
- Growing number of BMJ events and services are aimed at this audience

Use a variety of BMJ channels to target your audience - let us build a campaign for you

✓ **Print advertising**

✓ **Hosted content**

✓ **Email alert**

✓ **Digital advertising**

✓ **In-app ad**

✓ **Events and bespoke solutions**

# Portfolio

## Our Flagship journal The BMJ

The 5th most cited medical journal in the world

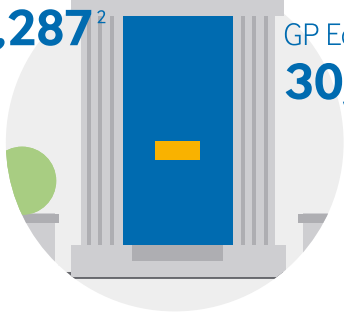
### Engage with clinicians weekly

Hospital Doctor Edition

**88,287<sup>2</sup>**

GP Edition

**30,837<sup>2</sup>**



The BMJ is delivered direct to your target audience every week

### Reach affluent clinicians

Retired **12,472**



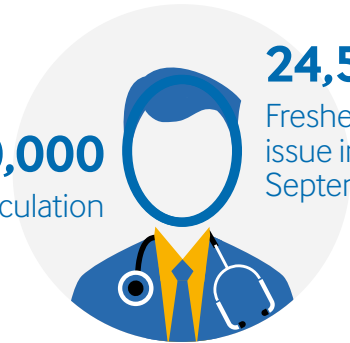
Captivate this discerning audience

### Connect with tomorrow's doctors, today

**20,000**  
termly circulation

**24,500**

Freshers issue in September



Student BMJ provides guidance to this audience

### Increase your coverage

**2.4 m** page impressions per month from **948,583 users<sup>7</sup>**



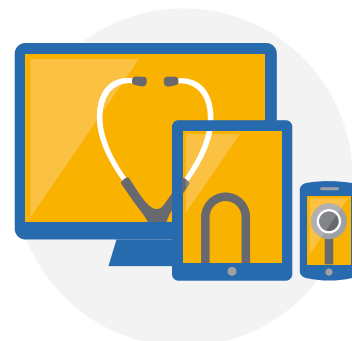
with our impressive online audience make your brand stand out

### Connect with clinicians



Ensure your brand is seen daily

### Responsive design



All BMJ content adapted to suit the device

## 59% of GPs regularly read The BMJ<sup>1</sup>

#### Source:

1. National Medical Readership Survey 2015: 4 week reach on any device (print/digital/app)
2. Circulation data, December 2015
3. National Medical Readership Survey 2015 - 35% of GPs read all or most issues, 24% quite often read The BMJ)
4. Based on 2015 participant data
5. Hospital readership survey, 2015
6. Delegates numbers from International Forum in London and Hong Kong 2015
7. Google Analytics, September 2015

# The BMJ - global reach

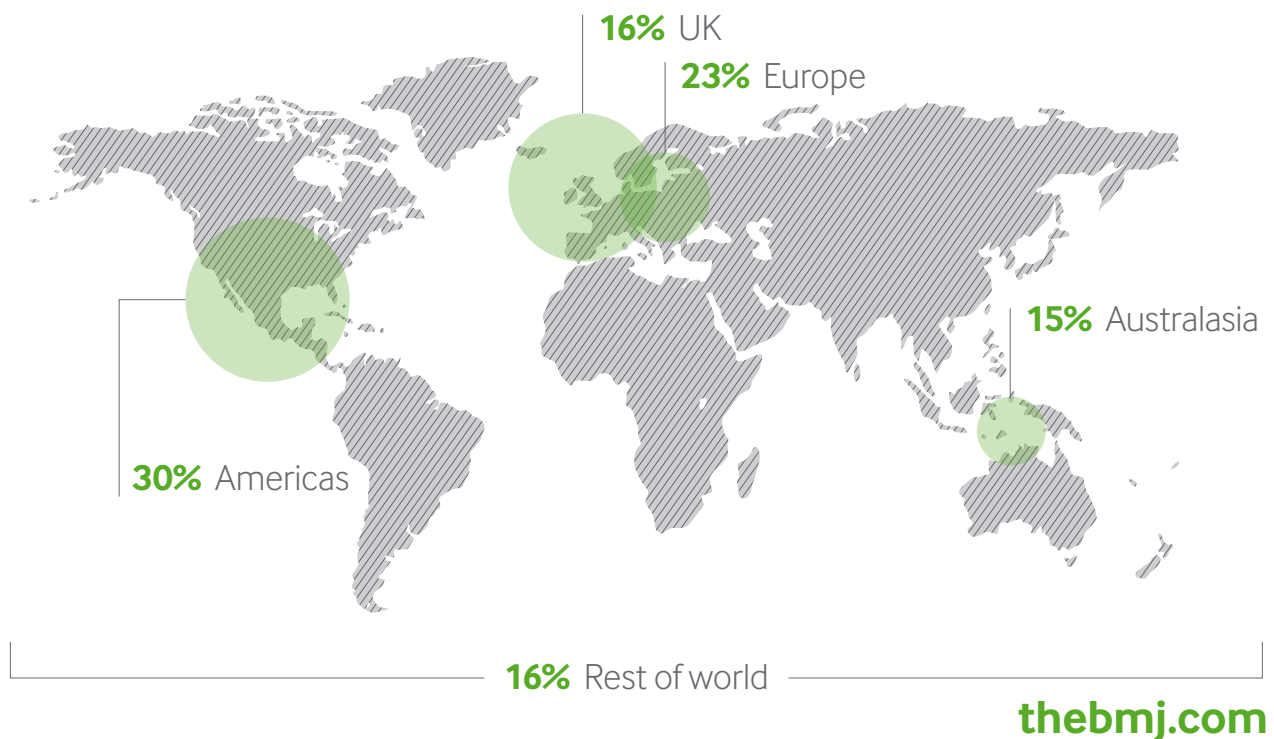
**thebmj.com** one of the world's leading medical journals

## 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 - **2.4 million** page impressions per month from **948,583<sup>1</sup>** users
- Precise geographic targeting and verification of advertisement inventory
- An average of **49,134** daily active users
- **Impact Factor 17.455<sup>2</sup>**

## Geographical targeting available



### Source:

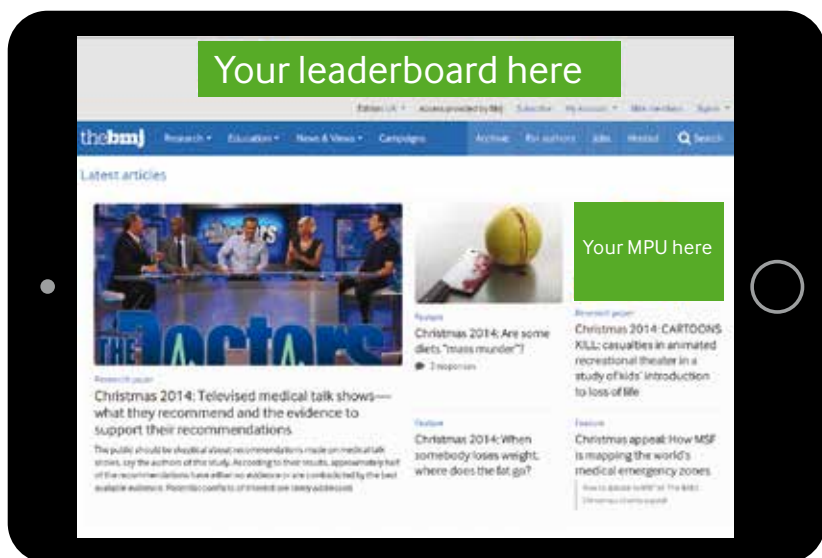
1. Google Analytics Sept 2015
2. ISI Web of Science 2015

Advertising options include-

**Leaderboard** – 728 x 90px

**MPU** – 300 x 250px

**Mobile banners** – 468 x 60px



## Brand loyalty

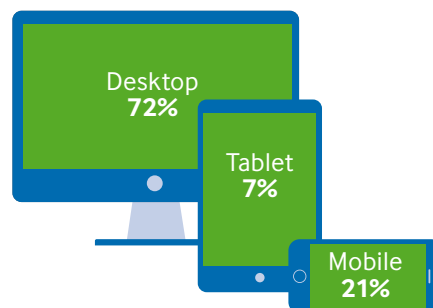


66.2%  
new visitors



33.8%  
Returning visitors

## How clinicians use thebmj.com



## Key monthly data

**2.4 million page views**

**1.2 million sessions**

**948,583 users**

**Daily active users 49,134**

### Source:

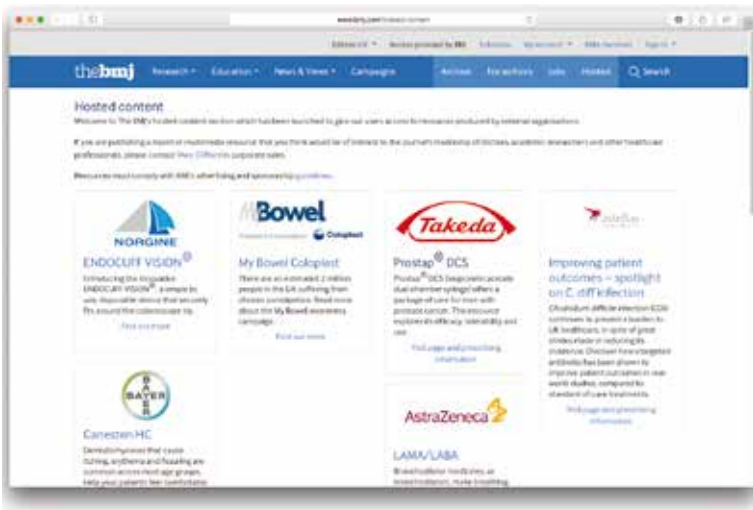
1. Google Analytics Sept 2015

# Share your story

Showcase your content within this new section on thebmj.com

- White papers
- Video
- Reports

## Let The BMJ drive traffic to your resources



- Connect with healthcare professionals
- Link from the navigational bar to your resource
- Microsite design service available
- Traffic drivers ensure clinicians view your content



## Specialty portals

### Exclusive opportunity

Bringing world-class content together in one portal, this acts as a dynamic resource for specialists to read and discuss the latest news and research within their field. The tenancy slot is exclusive to one sponsor.

- Geo targeting available

### Sponsorship includes:

- 25,000 page impressions delivered per month
- Complimentary sponsored email alerts to relevant speciality audience:
- Three alerts over 6 months

## Email advertising opportunities

704,130 contactable clinicians

BMJ provide various Email options include to help you connect with healthcare professionals, allowing you to target by:

- Audience
- Speciality
- Location





# Printable Solutions

## Conference Editions

Use our suite of leading journal titles covering many specialties and therapy areas. Many are published on behalf of professional associations or colleges allowing you to access the specialist membership circulation. 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

Reprints of original articles from journals, are a cost-effective and authoritative way of providing information on advances in medicine and new therapeutic areas. Reprints are invaluable for direct marketing, exhibitions/seminars and sales support campaigns and for mailing new product information to doctors. Eprints allow for digital distribution.



NEW

## Clinical Infographics

Created by BMJ, these dynamic, visual posters can be distributed through our enviable marketing channels in a digital or print format. A schedule of topics can be supplied on request.

## BMJ Best Practice sponsorship

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

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

Two exciting new options are available:

### Reprints

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

### Licensed content

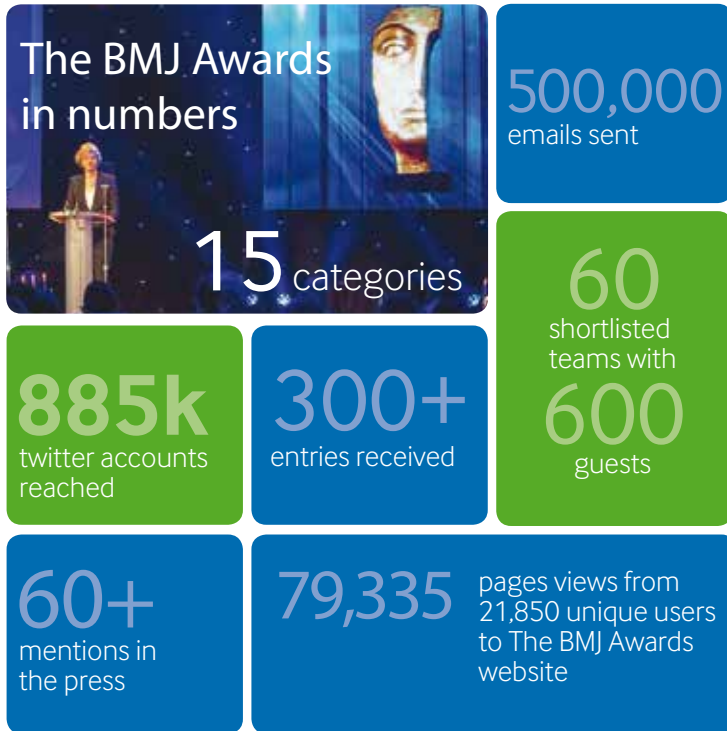
Enhance your educational projects with online licensed content from Best Practice on the website of your choice. Choose from 29 medical categories including:

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

Topics available in English, English US, Portuguese, Mandarin Chinese and Spanish.

# Events and Bespoke Solutions

## The BMJ Awards



### Suggest a category

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
- BMJ Live - from medical school applicants, junior doctors to senior grade consultants

## Roundtables

### Leadership Value

BMJ will bring together by invitation-only, a panel of 6-10 thought leaders, chaired by a leading clinical specialist, to discuss a critical topic. The output of this discussion will be published as a peer-review article, or supplement in the relevant specialist title. Distributed to the full print circulation and available online, with added traffic drivers in place across BMJ channels to ensure clinicians globally can access this content.

### Case Study

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. The article to date has 8,151 full text downloads. Traffic drivers have led to significant metrics:

- 8,151 downloads to date
- 6th most downloaded article in 2014\*\*
- Cited 2 times
- YouTube videos received 119 views
- Sponsor: Boehringer Ingelheim

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

\*\*Highwire

# Journals from BMJ

## A growing portfolio

**60+** titles covering a range of specialties  
 In the last 12 months, over **50 million unique users**  
 accessed our subscription journal online, generating  
 over **107 million page views\***



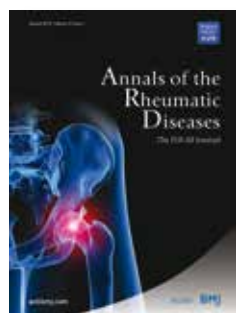
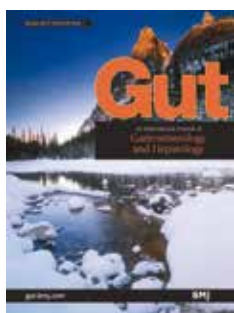
Our Open Access journals are available online, they are free to readers for unrestricted access and reuse.\*\*

**Please ask for the latest data**

Audience / Specialty	Journal Title	Online			Print	
		Page Impressions	Unique Visitors	Article Downloads	Print Circulation	Frequency
<b>Autoimmune Diseases</b> Lupus Science & Medicine						
<b>Cardiology</b>	<b>Heart</b> – the official journal of the British Cardiovascular Society (BCS)  Open Heart Heart Asia	97,361	78,693	44,433	1,300	Bi-weekly
<b>Diabetes</b> BMJ Open Diabetes Research & Care						
<b>Emergency Medicine</b>	Emergency Medicine Journal	151,622	73,625		5,560	Monthly
	Journal of the Royal Army Medical Corps	14,851	4,332	2,504	1,000	Bi-monthly
<b>Evidence-Based Medicine</b>	Evidence-Based Medicine	49,485	21,106	12,199	480	Bi-monthly
<b>Gastroenterology</b>	<b>Gut</b> - the official journal of the British Society of Gastroenterology	260,708	115,139	75,089	2,950	Monthly
	Frontline Gastroenterology				4,100	Quarterly
<b>BMJ Open Gastroenterology</b>						

\*Web traffic obtained from Google Analytics Nov 2015

\*\* Non commercial use only



## Online

## Print

Audience / Specialty	Journal title	Page Impressions	Unique Visitors	Article Downloads	Print Circulation	Frequency
General Medicine	BMJ Case Reports - online only	35,989	6,231	2,591	17,000	Continuous
	BMJ Open					
	 Journal of Investigative Medicine					
	 BMJ Simulation & Technology Enhanced Learning					
Genetics	Journal of Medical Genetics	82,129	38,446	19,536	490	Monthly
Hospital Pharmacy	European Journal of Hospital Pharmacy	20,903	7,161	2,591	17,000	Monthly
Neurology	Evidence-Based Mental Health	34,78	15,204	8,745	580	Quarterly
	Journal of NeuroInterventional Surgery	25,157	8,217	5,682	1,800	Monthly
	 Stroke & Vascular Neurology					
	Journal of Neurology, Neurosurgery and Psychiatry	290,760	158,710	125,894	960	Monthly
	Practical Neurology	46,433	16,561	11,724	2,540	Bi-monthly
Nursing	Evidence-Based Nursing Many of our titles have a nursing circulation, please ask for more details	111,741	42,346	25,915	9,270	Quarterly
	End of Life with St Christopher's	Online only				Quarterly
Oncology	 <b>ESMO Open:</b> The official journal of the European Society for Medical Oncology	Launching January 2016				
Ophthalmology	British Journal of Ophthalmology	128,047	51,454	36,171	835	Monthly
Paediatrics	Archives of Disease in Childhood The official journal of the Royal College of Paediatrics and Child Health	379,252	161,892	102,909	13,330	Monthly
	Education & Practice				13,330	Bi-monthly
	Fetal & Neonatal				13,330	Bi-monthly
Pathology	Journal of Clinical Pathology	74,540	35,747	24,592	1,300	Monthly

Web traffic obtained from Google Analytics Oct 2015

## Online

## Print

Audience / Specialty	Journal title	Page Impressions	Unique Visitors	Article Downloads	Print Circulation	Frequency
Public Health	BMJ Quality & Safety	164,626	67,149	45,941	650	Monthly
	 <b>BMJ Global Health</b>					
	<b>BMJ Innovations</b>					
	BMJ Supportive and Palliative Care	27,891	9,829	47,881	650	Quarterly
	Injury Prevention	57,155	27,570	15,031	390	Monthly
	Journal of Epidemiology & Community Health	164,639	79,470	49,850	600	Monthly
	Journal of Medical Ethics	165,847	73,333	51,592	805	Monthly
	Medical Humanities	18,101	8,537	6,109	1000	Quarterly
	Occupational and Environmental Medicine	91,940	42,927	28,018	1,500	Monthly
Tobacco Control	132,623	60,759	47,160	535	Bi-monthly	
Respiratory	Thorax	215,104	100,990	67,617	3,100	Monthly
	<b>BMJ Open Respiratory Research</b>					
Rheumatology	<b>Annals of the Rheumatic Diseases</b> – the official journal of EULAR (European League Against Rheumatism)	634,265	111,199	90,398	11,660 15,910 enhanced circulation in June	Monthly
	<b>RMD Open: Rheumatic and Musculoskeletal disorders</b>					
Reproductive and Sexual Health	Journal of Family Planning and Reproductive Health Care	312,518	118,261	3,333	17,460	Quarterly
	Sexually Transmitted Infections	14,867	5,359	17,546	1,250	Bi-monthly
Special Interest	Acupuncture in Medicine	26,393	9,876	5,281	2,428	Bi-monthly
	Postgraduate Medical Journal	130,700	81,209	64,316	500	Bi-monthly
Sports Medicine	British Journal of Sports Medicine	432,344	105,000	111,713	1,260	24 issues
	 <b>BMJ Open Sport &amp; Exercise Medicine</b>					
	<b>Journal of International Society of Arthroscopy, Knee Surgery and Orthopaedic Sports Medicine</b>					

Web traffic obtained from Google Analytics Oct 2015

# 2016 rates

## The BMJ print advertising rates

Format	Colour Spec	The BMJ Clinical Research edition	The BMJ General Practice edition	The BMJ International/ Retired edition	Student BMJ	
DPS	4 colour	£10,020	£9,724	£8,100	£3,994	£4,388*
	Mono	£6,692	£6,482	£4,866	£1,943	£2,549*
Whole page	4 colour	£5,678	£5,519	£4,212	£1,943	£2,549*
	Mono	£3,840	£3,735	£3,241	£1,592	£2,067*
Half page	4 colour	£3,840	£3,735	£3,241	£1,592	£2,067*
	Mono	£3,013	£2,931	£2,428	£1,005	£1,111*
Third page	4 colour	£3,593	£3,491	£2,833		
	Mono	£2,426	£2,358	£1,857		
Quarter page	4 colour	£3,344	£3,247	£2,428	£653	£808*
	Mono	£1,839	£1,783	£1,298	£308	£432*

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

## Journals

Format	DPS	Whole Page	Half Page	Quarter Page
4 colour	£4,175	£2,087	£1,629	£862
Mono	£2,358	£1,179	£814	£556

## Digital rates

Format			
<b>Banner advert</b> 468 x 60 £40	<b>MPU</b> (Mid page unit) 300 x 250 £50	<b>iPad app Full page</b> 3 insertions £3,500	<b>Secondary care alerts</b> £1,200
<b>Leaderboard</b> 728 x 90 £50	<b>Email alerts</b> Banner advert or 5 lines of text £1,700	<b>Specialty portals</b> £25,000 for 6 months	

\* 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.

# The BMJ inserts

Targeting by specialty, grade and region is available – ask for details.

	Loose Inserts		Bound Inserts		Band Wrappers	
<b>The BMJ Editions*</b>	The BMJ CR	The BMJ GP	The BMJ CR	The BMJ GP	The BMJ CR	The BMJ GP
<b>Total Cost</b>	£11,822	£4,704	£23,645	£9,408	£27,585	£10,976
<b>Surcharge over 10gms</b>	£180	£84	£ 164	£84		
<b>Targeted inserts (below 10,000)</b>	£3,277	£3,277	£5,900	£5,900	£6,774	£6,774

\*The BMJ Clinical Research Edition (The BMJ CR) or The BMJ General Practice Edition (The BMJ GP)

## Specialty breakdown

### Senior Grade Clinicians

Psychiatry	<b>7,388</b>	Geriatric Medicine	<b>1,932</b>
Paediatricians	<b>4,629</b>	Respiratory	<b>1,260</b>
General Surgeons	<b>3,976</b>	Oncologists	<b>1,063</b>
A&E Consultants	<b>2,944</b>	Diabetes	<b>824</b>
Radiologists	<b>2,338</b>		

BMJ  
BMA House  
Tavistock Square  
London WC1H 9JR  
United Kingdom  
Switchboard: +44 (0)20 7387 4410  
Customer Service: +44 (0) 20 7111 1105

North America  
BMJ Publishing Inc.  
Two Hudson Place  
Hoboken, NJ 07030  
1- 855-458-0579

Australia  
BMJ  
832 High St  
East Kew,  
Melbourne 3102  
Australia  
+61 (0) 3 9249 9596

China  
BMJ  
A1203  
Tian Yuan Gang Center  
East 3rd Ring North Road  
Chaoyang District  
Beijing 100027  
China  
+8610 57227209

India - Mumbai  
BMJ  
Newbridge Business Centre  
B1/04-05 Ground Floor  
B Wing Boomerang,  
Chandivli  
Andheri (East)  
Mumbai 400072  
India  
+91 22 667 46 840

India - Noida  
BMJ  
Mindmill Corporate Tower  
6th Floor, 24 A, Film City  
Sector 16 A  
Noida, 201301  
+91-120-4797111

Singapore  
BMJ  
Suntec Tower Two  
9 Temasek Boulevard, #29-01  
Singapore 038989  
+65 3157 1399

Wales  
BMJ  
12th Floor, Southgate House,  
Cardiff CF10 1GR  
Wales  
United Kingdom  
+44 (0) 207 874 7335