Together we can build a healthier world

Journal Publishing Program
A trusted member of the medical community

BMJ has been a distinctive and trusted voice in healthcare for more than 170 years—challenging convention, promoting innovation and leading the world to improve healthcare outcomes.

With our flagship publication, The BMJ, we partner with medical societies and associations to publish journals in all specialties, cutting-edge research and its clinical application, timely review articles, expert opinion and industry news.

Collaborative. Trustworthy. Respected.
Together we can build a healthier world

Scholarly publishing operates in a fast-paced and rapidly changing environment where business models, technologies and policies are in flux. From platform upgrades and open access, to the future of print, constant change is the new norm. Professional organizations can benefit from the advice, knowledge, reach and strategic guidance of a leading global publisher to manage their specialty journals effectively.

BMJ understands

You want …

• A journal that is the leader in its field
• A seamless journal experience for your members and readers, authors and purchasing agents
• Rapid dissemination of scholarly content
• Global brand recognition
• A respected publisher you can trust

… and BMJ has the publishing experience, technical infrastructure and health science insight to meet your needs.

“We know that journals reach their full potential when published in a collaborative partnership based on closely aligned values and goals. The journals we publish thrive and become important vehicles for scientific and medical communications around the world.”

Glen P. Campbell
Managing Director, North America

The world of publishing is constantly evolving. BMJ will keep tabs on the moving parts so you can focus on what matters—advancing medical research and supporting your membership.
Together we can ensure your journal is the leader in its field

BMJ’s comprehensive publishing services are supported by our experienced team of dedicated specialists—many of whom have a strong clinical background. Our global presence supports the penetration of developed and developing markets through dedicated staff and options for translated content. Our international reach and expertise will help your publication become the leading title in its field.

One size does not fit all

With BMJ, you get both the expertise of a major global publisher and the customized attention that every journal deserves. We are dedicated to a true and comprehensive understanding of what differentiates each society and journal.

Connections matter

BMJ has a unique external network of clinical advisory board members, medical experts, authors and more than 4,000 international peer reviewers. Our well-established relationships with leading authors and field experts lead us to the latest medical research, resulting in high-quality journal content and citations.

A passion for improvement

BMJ’s author-friendly approach means taking steps to continually improve our publication processes. Authors have the opportunity to complete a post-publication survey to voice what they liked—and didn’t like—about their publishing experience. This survey enhances their experience and gives us the constructive insight needed to create an even more cohesive editorial experience.

Journal facts

- Nearly 80% of BMJ titles saw an Impact Factor increase in 2014
- Every month, 5 million+ users visit BMJ websites
- Across our society journals, we achieved an average Impact Factor increase of 12.21% in 2014
- In the last 12 months, 23.2 million+ unique users accessed our society journals online, generating 66.3 million+ page views
- Most of our publishing collaborations have existed for many years, and some date back over half a century

“When the Lupus Foundation of America was searching for a journal publishing partner, we could find no better company than BMJ. Working together, the first lupus-specific open access journal came to life in 2013. As a world class publishing partner, BMJ was the perfect fit for us. We highly value and share their dedication to collaboration and advancing healthcare.”

Sandra Raymond
CEO, Lupus Foundation of America

BMJ publishes in 10 languages

- English
- Russian
- Italian
- French
- Chinese
- German
- Japanese
- Korean
- Portuguese
- Spanish
Discovery is key

A healthier world starts with getting the latest medical research into the hands of clinicians as quickly as possible. BMJ uses a number of tools to increase discoverability and ensure maximum utility of your content.

• BMJ’s media relations team works with editorial to determine papers that warrant media attention. We have a database of 5,000+ journalists.
• Using bibliometrics, we analyze impact factors and implement strategies focused on increasing citations.
• Our journals are indexed in major bibliographic databases such as MEDLINE®/PubMed® and Thomson Reuters Web of Science™.
• Search engine marketing best practices ensure our journal content ranks high in the list of search engine results.
• Our extensive social media program attracts and engages clinicians around the globe with our content and society editorial staff.

Together we can create a seamless journal experience

While some of our journals have been published for more than a century, BMJ is proud to be known for innovation. The BMJ was the first scholarly journal to feature responsive website design providing an optimal viewing experience on any device. Our recent adoption of RightsLink for Open Access allows easy author payment and transparency for institutional reporting. Ongoing innovation has secured our place as a pioneer in publishing, and kept our titles relevant and responsive to current market needs.

“BMJ has been a digital innovator since they went online in 1996, never shying away from trying something new or pushing the boundaries of publishing. They have been the first to experiment online with new content packages; new business models for institutions, individuals and members; and crisp new designs and intelligent user journeys to heighten the use and usability of their publications in a global market.”

Louise Page
Vice President
Publisher Relations and Business Development
HighWire Press
Get the basics right

From article submission through global dissemination, BMJ’s publishing program is efficient and transparent. When you partner with BMJ, you will have confidence that we get the basics right, keep our stakeholders top of mind and are continually looking for ways we can improve.

BMJ production services

- Peer review through a leading manuscript submission system
- Copyediting and typesetting in all European languages—Sanskrit, Mandarin, Arabic and Russian (other languages can also be accommodated)
- Article management through a post-acceptance tracking system accessible to journal editors and authors
- Thorough artwork review and creation of complex illustrations based on rough sketches
- Extensive multimedia services
  – Podcasts of author interviews, roundtable discussions, educational updates, conference coverage and audio produced jointly with partner societies
  – Videos of author article summaries, editor features, “how to” tutorials
- Smooth transfer of journals from other systems, whether they are standard, online-based products, or in-house, proprietary systems
- Strict vendor management, such as high-quality printing and reproduction of important data
- Mailing and storage includes worldwide courier services
- Advertising includes print and online improvement delivery and reporting

BMJ platform capabilities

- Reader alerts, such as emailed table of contents and hot topics
- Inter-journal reference linking
- Article sharing via email and social media
- Pay-per-view for those without subscription access
- Article storage for registered users
- Continuing medical education for peer reviewers and readers
- Transparency for institutions through article-level metrics and COUNTER compliant usage statistics
- Author toolkit that provides detailed manuscript preparation and submission instructions, including how to track usage and citations

14 business days
Average production time from acceptance to online-first publication in 2014
Expertise beyond Journals

Unique content opportunities to enhance science, evidence and care

Science  Evidence  Care

Helping you translate evidence into actionable tools

BMJ produces trustworthy, evidence-based clinical solutions that assist healthcare professionals in improving patient outcomes. Working with BMJ, your medical association or society can benefit from our in-house capabilities in development and production of digital clinical content. Our dedicated staff has expertise in online learning, quality improvement, evidence-based medicine, electronic workflow integration (EHR) and healthcare analytics.

Quality Improvement

BMJ’s award-winning quality improvement workspace, BMJ Quality, helps healthcare providers improve outcomes and save resources. This online platform provides a workbook where your members can work through quality improvement issues and ideas, develop an intervention, create a SQUIRE-compliant quality improvement report and publish their results. Individuals and teams are supported by BMJ through step-by-step project guidance, online learning modules and access to virtual mentors.

Customize the BMJ Quality platform to suit your learning and quality needs. Upload your logo, tagline and materials you want hosted, including documents, RSS feeds and links to relevant external sites.

“Build partnerships with leading healthcare organizations in every part of the world, and it’s an exciting challenge to design a solution that best fits their health system. We are able to incorporate expertise, insights and technology from other BMJ projects to address new challenges for each partner.”

Carolyn Wong Simpkins, MD, PhD
Clinical Director, North America

Customized for your society

BMJ Quality can empower your members and support their strategic improvement goals. Use this practical tool to reward your members by helping them make measurable improvements in quality while they simultaneously work toward getting published.

Your society will benefit from:
• A tailored workspace that includes your logo and materials
• A co-branded PDF journal of completed projects that have been peer-reviewed
• Regular reports on user progress and learning and development activities
• An overview of the projects in progress within your society
• BMJ-led engagement that ensures users get the most out of the product

A publishing opportunity for your members

We can work with your society to establish a co-owned, specialty-specific quality improvement journal for publishing member projects.

Upon completion of a project in BMJ Quality, a proprietary algorithm transforms the workbook into a publishable manuscript and submits it to BMJ’s peer-review system. Once peer reviewed, the quality improvement project can be submitted to the journal of your choice, as well as to BMJ Quality Improvement Reports—an online, open access journal that focuses on practical interventions that improve patient care. All published projects are promoted globally, and more than 80% of submissions are accepted.
Together we can rapidly disseminate scholarly content

BMJ products and services are used every day in countries around the world. More than 9,000 customers in 100+ countries know and trust the BMJ brand—in North America and South America, from the Middle East to Asia. Localized marketing teams ensure we reach these markets through relevant promotions.

**International field sales**

To support our global reach, BMJ has field sales teams in North America, Europe, Latin America, the Middle East, India, China, and Australia, offering proactive international sales support to raise the profile and enable dissemination of your journal. Of the 500+ recognized consortia in the world, BMJ counts 300+ of those as customers, representing 41,992 individual sites across 99 countries. In 2014, BMJ’s North American sales team delivered a 96% retained revenue rate and grew journal sales by 12% via its direct sales channel.

**Global products, global customers**

BMJ understands the challenges the international medical environment presents to physicians, nurses, healthcare affiliates, medical researchers and institutions. Our knowledge of what the market needs and wants informs our marketing activities and will help increase worldwide impact and visibility of your society and its journal. Additionally, BMJ partners benefit from our extensive customer database that includes 150,000+ institutions and 3 million+ healthcare professionals.

**Strategy-based marketing**

BMJ marketers support both commercial and non-commercial revenue. From driving usage and citations, to attracting sponsors and submissions, our marketers employ best practices to increase awareness and directly support revenue goals. Our marketing strategies encompass key stakeholders—readers, librarians and authors, individuals and institutions, in categories that include corporate, pharma, academic, hospitals and more.

Your journal and society will benefit from an integrated marketing approach that balances traditional and innovative promotional methods. BMJ marketers stay on top of the latest industry trends for key marketing tactics.

- Content marketing
- Market research
- Social media
- Email marketing
- Digital and print advertising
- Lead generation for sales
- International conferences
- Attracting high-quality papers
- Identifying key opinion leaders
- Search engine marketing

All marketing activities are monitored and will be transparent to your society. BMJ marketers are results driven, and adjust strategies and activities based on market trends.

"An annual highlight for me is when BMJ’s global sales team meets to discuss results, share success stories and challenges, and learn about new and changing products. It is always interesting to learn what's worked in New Zealand, India, Saudi Arabia, Brazil and even Pittsburgh! Although we communicate throughout the year, this in-person, collegial experience is a plus for everyone involved."

Mary Fugle
BMJ Sales Representative, North America
Together we can expand your brand globally

As a leading global healthcare knowledge provider, BMJ advances healthcare by sharing knowledge and expertise to improve experiences, outcomes and value. From disseminating cutting-edge research to helping some of the world’s most vulnerable populations, BMJ works with a wide range of healthcare organizations to build a healthier world.

You’re in good company

Our collection of digital professional development resources includes high-quality and high-impact journals that serve the medical and scientific communities around the world. We support all healthcare providers, from individual clinicians to major organizations and health systems, serving more than 300,000 institutions and 4 million professional users.

BMJ’s clinical solutions include a learning/education team, quality improvement group and Point of Care product in partnership with Epocrates®.

We will collaborate with your society to determine how to best support your journal and membership, including the opportunity to use content for clinical support tools and continuing medical education activities.

Together we can enhance your society’s reputation as an authoritative voice, enabling you to grow your membership.

“…I think what makes BMJ unusual is that we combine our global reach with a personal touch by providing a lot of support to the editors and their teams. We speak regularly with them to ensure we understand their goals and meet their needs as best we can. I look forward to working with you.”

Fiona Godlee
Editor-in-Chief, The BMJ
Editorial Director, BMJ
A respected publisher you can trust

BMJ prides itself on being an ethical, influential, pioneering publisher. We have been at the forefront of publication ethics and are a founding member of both the Committee of Publication Ethics (COPE) and the Health Internetwork Access to Research Initiative (HINARI). We are also a sponsor of the Equator Network, an international initiative that promotes transparent, accurate reporting of research studies. BMJ abides by the World Association of Medical Editor’s (WAME) statement on editorial freedom, duties and responsibilities.

The BMJ journals division publishes the latest research through our flagship publication, *The BMJ*, and 60+ specialty journals—many in partnership with professional societies.

Collaborative. Trustworthy. Respected.
Together we can develop the best content and help you deliver a high-quality publication to your members.

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