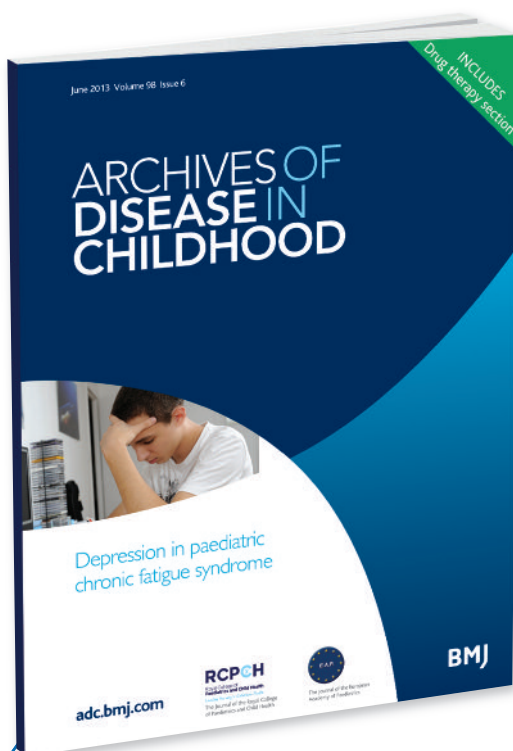


# Archives of Disease in Childhood

ADVERTISE WITH ONE OF THE LEADING JOURNALS FOR PAEDIATRICIANS

THIS TITLE HAS AN AVERAGE ISSUE READERSHIP OF **71%\*** AMONGST UK CONSULTANT PAEDIATRICIANS



*Archives of Disease in Childhood (ADC)* is an international peer review journal that aims to keep paediatricians up to date with advances in the diagnosis and treatment of childhood diseases as well as advocacy issues such as child protection.

Focusing on all aspects of child health and disease from the perinatal period (in the Fetal and Neonatal edition) through to adolescence.

Areas covered include: community child health, public health, epidemiology, acute paediatrics, advocacy, and ethics.

**SENT TO OVER 13,400 PAEDIATRICIANS THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.**

\*Source: Hospital Readership Survey 2016

## INFORMATION ABOUT THIS TITLE

Editor:	Prof Mark Beattie
Frequency:	24 Issues per year
Print Circulation:	13,400
Online Data:	Monthly page views 261,300** Unique visitors 117,400**

\*\*Source: Google Analytics October 2016

PRINT AND ONLINE ADVERTISING OPTIONS AVAILABLE AS WELL AS TAILORED PACKAGES INCLUDING:

- reprints and ePrints
- themed supplements
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# Archives of Disease in Childhood

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### LEADERBOARD

Eye catching prominence at the top of every page

### MID PAGE UNIT

Prominent central position to maximise your exposure

## ONLINE ADVERTISING RATES

	Pixels	Rate	Minimum Charge
Banner advert	468 x 60	£1,200 (for targeted email alerts)	
Leaderboard advert	728 x 90	£55 per 1,000 impressions	£2,750 for 50,000 impressions
Mid page unit	300 x 250	£60 per 1,000 impressions	£3,000 for 50,000 impressions

FOR MORE INFORMATION ON ONLINE ADVERTISING, AND TO DISCUSS YOUR CAMPAIGN REQUIREMENTS PLEASE CONTACT:

**Marc Clifford**  
Online Sales Manager, BMJ  
Tel: +44 (0)20 7383 6161  
Email: [mclifford@bmj.com](mailto:mclifford@bmj.com)

## Print advertising in ADC

ADC offers the opportunity to present your product in a journal targeting decision makers within paediatrics.

We guarantee your advertisement and message will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

## DISPLAY ADVERTISING RATES

Ad Format	Ratecard
<b>DPS</b>	
4 col	£4,279
Mono	£2,417
<b>Full page</b>	
4 col	£2,139
Mono	£1,208
<b>Half page</b>	
4 col	£1,670
Mono	£834
<b>Quarter page</b>	
4 col	£883
Mono	£569

Rates for loose inserts and bound inserts are available on request. All technical advertising specifications are available on request

## PUBLISHING DEADLINES FOR 2017

January - 2 December	July - 2 June
February - 3 January	August - 4 July
March - 2 February	September - 1 August
April - 6 March	October - 4 September
May - 31 March	November - 3 October
June - 2 May	December - 3 November

FOR MORE INFORMATION ON PRINT ADVERTISING AND TAILORED PACKAGES, PLEASE CONTACT:

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