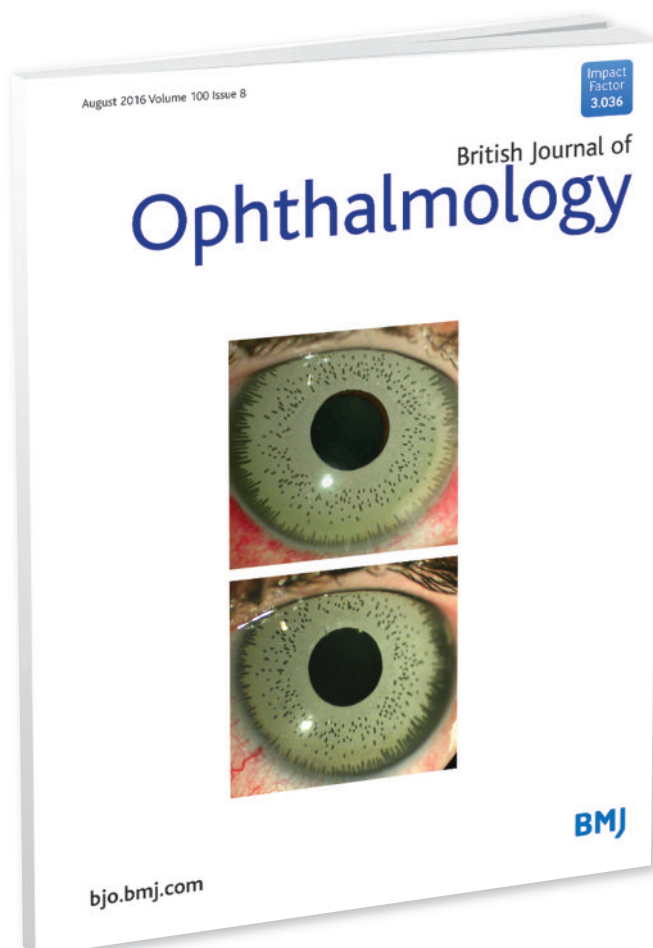


# British Journal of Ophthalmology

**ADVERTISE WITH BJO AND  
REACH HIGHLY INFLUENTIAL  
OPHTHALMOLOGISTS**



The British Journal of Ophthalmology (BJO) is an international peer-reviewed journal for ophthalmologists and visual science specialists.

The journal publishes clinical investigations, clinical observations, and clinically relevant laboratory investigations related to ophthalmology. There are sections for 'Innovations' and 'Global issues' where surgical, diagnostic and therapeutic innovations are published.

#### INFORMATION ABOUT THIS TITLE

Editor: Keith Barton, Moorfields Eye Hospital, London, UK  
Jost Jonas, Ruprecht-Karls-University of Heidelberg, Heidelberg, Germany  
James Chodosh, Massachusetts Eye and Ear Infirmary, Boston, USA

Frequency: Monthly

Print Circulation: 835

Online data\*\*:  
Monthly page views 110,200\*\*  
Monthly unique users 45,400\*\*

\*\*Source: Google Analytics October 2016

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

- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables
- Email alerts **NEW**

# British Journal of Ophthalmology

## BJO online bjo.bmj.com

BJO online offers the opportunity to target your products through leaderboard and mid page unit advertising. There are a full range of digital opportunities available.



### 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
<b>Banner advert</b>	468 x 60	£1,200 (for targeted email alerts)	
<b>Leaderboard advert</b>	728 x 90	£55 per 1,000 impressions	£2,750 for 50,000 impressions
<b>Mid page unit</b>	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 BJO

BJO offers the opportunity to present your product in a journal targeting decision makers within ophthalmology.

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

<b>January</b> - 12 December	<b>July</b> - 6 June
<b>February</b> - 4 January	<b>August</b> - 4 July
<b>March</b> - 7 February	<b>September</b> - 1 August
<b>April</b> - 7 March	<b>October</b> - 5 September
<b>May</b> - 31 March	<b>November</b> - 5 October
<b>June</b> - 5 May	<b>December</b> - 7 November

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

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