

# Heart

**ADVERTISE IN ONE OF THE LEADING JOURNAL TITLES WITHIN CARDIOLOGY**



*Heart* is an international peer review journal that keeps cardiologists up to date with advances in the diagnosis and treatment of cardiovascular disease. Topics covered include coronary disease, electrophysiology, valve disease, imaging techniques, congenital heart disease (fetal, paediatric and adult), heart failure, surgery, and basic science. Each issue contains an extensive continuing professional education section (Education in Heart) and JournalScan highlighting important papers from outside the cardiology literature.

*Heart* is co-owned by the British Cardiovascular Society and BMJ

**CIRCULATED TO OVER 1,450 CARDIOLOGISTS THIS FULLY PEER REVIEWED JOURNAL IS A TRUSTED AND INDEPENDENT RESOURCE, THE NUMBER ONE JOURNAL CHOICE TO PLACE YOUR PRINT AND ONLINE MESSAGES.**

## INFORMATION ABOUT THIS TITLE

Editor:	Catharine M Otto	
Frequency:	Twice Monthly	
Print Circulation:	1,450	
Online data**:	Monthly page views	156,500**
	Monthly unique users	65,900**

\*\*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**

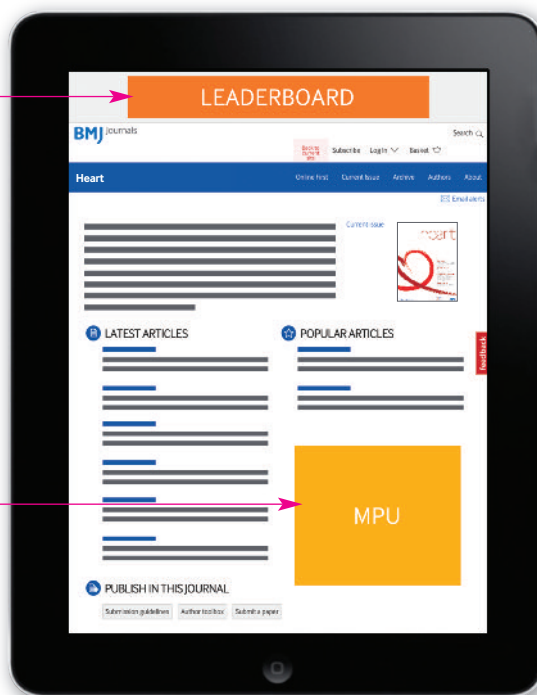
[heart.bmj.com](http://heart.bmj.com)

**BMJ**

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## Heart online heart.bmj.com

Heart 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 Heart

Heart offers the opportunity to present your product in a journal targeting decision makers within cardiology.

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

Heart is published twice monthly - please contact us for publishing deadlines Tel: +44 (0) 20 7383 6783

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

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