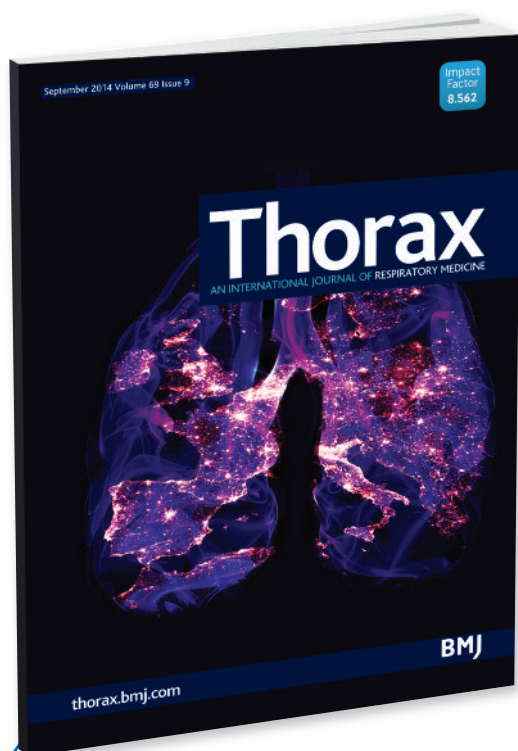


# Thorax

AN INTERNATIONAL JOURNAL OF  
RESPIRATORY MEDICINE

**ADVERTISE IN ONE OF THE  
LEADING JOURNAL TITLES  
WITHIN RESPIRATORY  
MEDICINE**

READ BY MORE  
CONSULTANTS\*  
THAN ANY OTHER  
RESPIRATORY  
TITLE



*Thorax* is one of the world's leading respiratory medicine journals, publishing clinical and experimental research articles on respiratory medicine, paediatrics, immunology, pharmacology, pathology, and surgery. *Thorax* is one of the highest ISI ranked journals covering all aspects of pulmonary medicine. Each issue covers topics such as COPD, asthma, smoking, respiratory infection and lung cancer.

*Thorax* is the official journal of the British Thoracic Society (BTS).

**WITH A CIRCULATION OF 3,100 AND AN AVERAGE ISSUE READERSHIP OF 71%\* FROM UK RESPIRATORY CONSULTANTS, THORAX SHOULD BE YOUR NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.**

\*Source: Hospital Readership Survey 2016

#### INFORMATION ABOUT THIS TITLE

Editor:	Alan Smyth, Gisli Jenkins and Nicholas Hart	
Frequency:	Monthly	
Print Circulation:	3,100	
Online data**:	Monthly page views	215,100**
	Monthly unique users	100,990**

\*\*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**

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

**BMJ**

# Thorax

## Thorax online thorax.bmj.com

Thorax 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 Thorax

Thorax offers the opportunity to present your product in a journal targeting decision makers within respiratory medicine.

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> - 2 December	<b>July</b> - 30 May
<b>February</b> - 22 December	<b>August</b> - 27 June
<b>March</b> - 31 January	<b>September</b> - 28 July
<b>April</b> - 28 February	<b>October</b> - 29 August
<b>May</b> - 24 March	<b>November</b> - 25 September
<b>June</b> - 27 April	<b>December</b> - 31 October

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

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