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 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.

**Online Advertising Rates**

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Rate</th>
<th>Minimum Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advert</td>
<td>£1,200 (for targeted email alerts)</td>
<td></td>
</tr>
<tr>
<td>Leaderboard advert</td>
<td>728 x 90</td>
<td>£55 per 1,000 impressions  £2,750 for 50,000 impressions</td>
</tr>
<tr>
<td>Mid page unit</td>
<td>300 x 250</td>
<td>£60 per 1,000 impressions  £3,000 for 50,000 impressions</td>
</tr>
</tbody>
</table>

**Display Advertising Rates**

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Ratecard</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td></td>
</tr>
<tr>
<td>4 col</td>
<td>£4,279</td>
</tr>
<tr>
<td>Mono</td>
<td>£2,417</td>
</tr>
<tr>
<td>Full page</td>
<td></td>
</tr>
<tr>
<td>4 col</td>
<td>£2,139</td>
</tr>
<tr>
<td>Mono</td>
<td>£1,208</td>
</tr>
<tr>
<td>Half page</td>
<td></td>
</tr>
<tr>
<td>4 col</td>
<td>£1,670</td>
</tr>
<tr>
<td>Mono</td>
<td>£834</td>
</tr>
<tr>
<td>Quarter page</td>
<td></td>
</tr>
<tr>
<td>4 col</td>
<td>£883</td>
</tr>
<tr>
<td>Mono</td>
<td>£569</td>
</tr>
</tbody>
</table>

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

**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

**For more information on print advertising and tailored packages, please contact:**

Sophie Fitzsimmons
Sales Executive, BMJ
Tel: +44 (0) 20 7383 6783
Email: sfritzsimmons@bmj.com