

BJSM

ADVERTISE WITH BJSM AND REACH HIGHLY INFLUENTIAL SPORTS MEDICINE PROFESSIONALS



British Journal of Sports Medicine (BJSM) is a multi-media information portal that provides original research, reviews and debate relating to clinically-relevant aspects of sport and exercise medicine.

INCREASE YOUR REACH

BJSM publishes regular themed issues supported by the International Olympic Committee (IOC), publishing research and educational articles relevant to protecting the health of professional and amateur athletes. Advertising in these issues will provide you with additional exposure through increased circulation to all IOC national offices and sports federations.

INFORMATION ABOUT THIS TITLE

Editor:	Karim Khan	
Frequency:	24 Issues per year	
Print Circulation:	1,250	
Online data**:	Monthly page views	287,100**
	Monthly unique users	112,000**

**Source: Google Analytics October 2016

Co-owned with the British Association of Sport and Exercise Medicine

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**

BJSM

BJSM online bjsm.bmj.com

BJSM 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
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
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Email: mclifford@bmj.com

Print advertising in BJSM

BJSM offers the opportunity to present your product in a journal targeting decision makers within sports 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
DPS	
4 col	£4,279
Mono	£2,417
Full page	
4 col	£2,139
Mono	£1,208
Half page	
4 col	£1,670
Mono	£834
Quarter page	
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 - 30 May
February - 3 January	August - 30 June
March - 31 January	September - 1 August
April - 28 February	October - 1 September
May - 24 March	November - 3 October
June - 2 May	December - 31 October

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

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