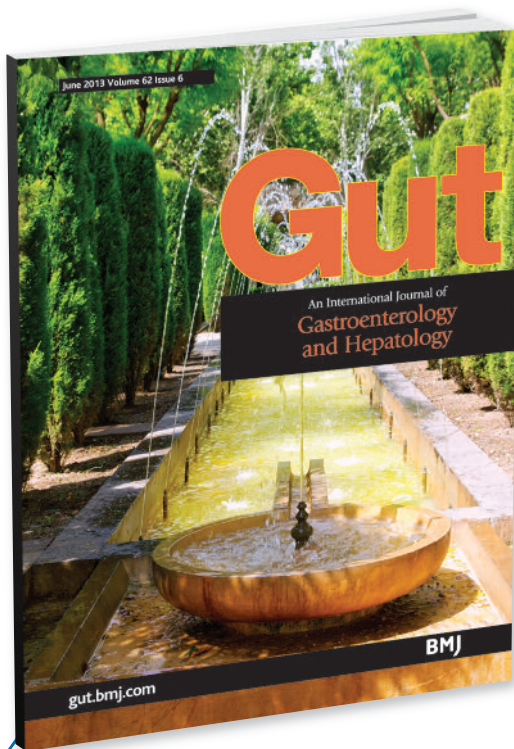


Gut

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

READ BY MORE
GASTROENTEROLOGISTS*
THAN ANY OTHER
GASTROENTEROLOGY
TITLE



Gut is one of the leading international journals in gastroenterology and has an established reputation for publishing first class clinical research of the alimentary tract, the liver, biliary tree and pancreas. *Gut* delivers up-to-date, authoritative, clinically oriented coverage of all areas in gastroenterology. Subscribers to *Gut* also receive *Frontline Gastroenterology (FG)* which aims to accelerate the adoption of best practice in the fields of gastroenterology and hepatology.

Gut is an official journal of the British Society of Gastroenterology (BSG).

CIRCULATED TO OVER 2,950 GASTROENTEROLOGISTS WORLDWIDE, WITH A READERSHIP OF 51%* OF UK GASTROENTEROLOGISTS, THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

*Source: Hospital Readership Survey 2016

INFORMATION ABOUT THIS TITLE

Editor:	Professor Emad El-Omar	
Frequency:	Monthly	
Print Circulation:	2,950	
Online data**:	Monthly page views	228,500**
	Monthly unique users	105,000**

**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**

gut.bmj.com

BMJ

Gut

Gut online

gut.bmj.com

Gut 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
Tel: +44 (0)20 7383 6161
Email: mclifford@bmj.com

Print advertising in Gut

Gut offers the opportunity to present your product in a journal targeting decision makers within gastroenterology.

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 - 25 November	July - 18 May
February - 16 December	August - 23 June
March - 24 January	September - 25 July
April - 21 February	October - 18 August
May - 22 March	November - 20 September
June - 24 April	December - 24 October

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

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

gut.bmj.com

BMJ