

# European Journal of Hospital Pharmacy

THE OFFICIAL JOURNAL OF EAHP

**HELPING HOSPITAL  
PHARMACISTS TO PROVIDE  
BETTER PATIENT CARE**

BONUS  
DISTRIBUTION  
ISSUES  
AVAILABLE!



## Advertise with us and reach influential pharmacists with prescribing power

The *European Journal of Hospital Pharmacy (EJHP)* is the only official journal of the European Association of Hospital Pharmacists (EAHP) and is committed to advancing the science, practice and profession of hospital pharmacy.

As the premier communication platform for European hospital pharmacists, *EJHP* is a major source for continuing education as well as updates on advances in the practice and standard of pharmaceutical care for patients.

**SENT TO OVER 17,000 EAHP MEMBERS, THIS IS THE PERFECT JOURNAL TO PLACE YOUR PRINT AND ONLINE MESSAGES TO REACH OUT TO THIS INFLUENTIAL AUDIENCE.**

### INFORMATION ABOUT THIS TITLE

Editor:	Dr. Phil Wiffen
Frequency:	Bi-monthly
Print Circulation:	17,000 EAHP members Issue 2 - 4,000 additional copies distributed at EAHP 2018
Online Data:	Monthly page views 23,000* Unique visitors 9,000* <small>*Source: Google Analytics data 2017</small>

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**

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

 **eahp**  
european association  
of hospital pharmacists

**BMJ**

# European Journal of Hospital Pharmacy

## Online advertising ejhp.bmj.com

Target your products through geotargeted, online advertising. There are a full range of digital opportunities available.



### NEW BILLBOARD

*For a larger presence*

### 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>Billboard advert</b>	900 x 250	£70 per 1,000 impressions	£3,500 for 50,000 impressions
<b>Leaderboard advert</b>	728 x 90	£57 per 1,000 impressions	£2,850 for 50,000 impressions
<b>Mid page unit</b>	300 x 250	£62 per 1,000 impressions	£3,100 for 50,000 impressions
<b>NEW Mobile friendly banners</b>	320 x 100	£70 per 1,000 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 the European Journal of Hospital Pharmacy (EJHP)

EJHP offers the opportunity to present your product in a journal targeting hospital pharmacists.

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	£4,343
Mono	£2,453
<b>Full page</b>	
4 col	£2,171
Mono	£1,226
<b>Half page</b>	
4 col	£1,695
Mono	£847
<b>Quarter page</b>	
4 col	£896
Mono	£578

Rates for loose inserts and bound inserts are available on request. All technical advertising specifications are available on request

## PUBLISHING DEADLINES FOR 2018

**March** - 7 February

**May** - 10 April

**July** - 11 June

**September** - 10 August

**November** - 9 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](mailto:sfitzsimmons@bmj.com)