Archives of Disease in Childhood

Advertise with one of the leading journals for paediatricians

Archives of Disease in Childhood (ADC) is an international peer review journal that aims to keep paediatricians up to date with advances in the diagnosis and treatment of childhood diseases as well as advocacy issues such as child protection.

Focusing on all aspects of child health and disease from the perinatal period (in the Fetal and Neonatal edition) through to adolescence.

Areas covered include: community child health, public health, epidemiology, acute paediatrics, advocacy, and ethics.

Sent to over 14,050 paediatricians this title should be the number one choice for placing your print and online messages.

* Source: Hospital Readership Survey 2019

Information about this title

Editor: Nick Brown - Salisbury Hospital
Frequency: 24 Issues per year
Print Circulation: 14,050
Monthly online data*: UK 83,780 page views from 166,825 users
                       ROW 336,500 page views from 526,575 users
**Source: Google Analytics data 2019

Print and online advertising options available as well as tailored packages including:
- Contextual advertising NEW
- Targeted email alerts NEW
- Specialty topic pages NEW
- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables

Interact in print and digital, flexible packages available.
Contact
Sophie Fitzsimmons
Sales Manager
Email: sfitzsimmons@bmj.com
Tel: +44 (0)20 3655 5612

This title has an average issue readership of 70%* amongst UK consultant paediatricians

adc.bmj.com
Archives of Disease in Childhood

NEW Contextual advertising
Turbocharge your online campaigns by targeting users on the page where they are reading about the condition your product is used to treat
- Adverts displayed among relevant content
- Cuts wasted impressions
- Increased CTR

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

DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Rate</th>
<th>Minimum Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard advert 900 x 250</td>
<td>£73 per 1,000 impressions</td>
<td>£3,500 for 50,000 impressions</td>
</tr>
<tr>
<td>Leaderboard advert 728 x 90</td>
<td>£60 per 1,000 impressions</td>
<td>£2,850 for 50,000 impressions</td>
</tr>
<tr>
<td>Mid page unit 300 x 250</td>
<td>£65 per 1,000 impressions</td>
<td>£3,100 for 50,000 impressions</td>
</tr>
<tr>
<td>NEW Mobile friendly banners 320 x 100</td>
<td>£73 per 1,000 impressions</td>
<td></td>
</tr>
</tbody>
</table>

NEW Billboard
For a larger presence
NEW Leaderboard
Eye catching prominence at the top of every page
NEW Mid page unit
Prominent central position to maximise your exposure

PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Ratecard</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS 4 col</td>
<td>£4,430</td>
</tr>
<tr>
<td>Mono</td>
<td>£2,502</td>
</tr>
<tr>
<td>Full page 4 col</td>
<td>£2,214</td>
</tr>
<tr>
<td>Mono</td>
<td>£1,251</td>
</tr>
<tr>
<td>Half page 4 col</td>
<td>£1,729</td>
</tr>
<tr>
<td>Mono</td>
<td>£864</td>
</tr>
<tr>
<td>Quarter page 4 col</td>
<td>£914</td>
</tr>
<tr>
<td>Mono</td>
<td>£590</td>
</tr>
</tbody>
</table>

For loose inserts and bound inserts, rates are available on request. All technical advertising specifications are available on request.

NEW Targeted Solutions
Ask your sales rep about contextual advertising, hosted content and targeted email alerts.

NEW Billboard
For a larger presence
NEW Leaderboard
Eye catching prominence at the top of every page
NEW Mid page unit
Prominent central position to maximise your exposure

Print advertising
in ADC
ADC offers the opportunity to present your product in a journal targeting decision makers within pediatrics.
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.

MAKE YOUR CAMPAIGN STAND OUT IN PRINT

PUBLISHING DEADLINES FOR 2020

March - 4 February
April - 4 March
May - 31 March
June - 30 April
July - 4 June
August - 2 July
September - 4 August
October - 3 September
November - 2 October
December - 4 November

For more information on print advertising and tailored packages, please contact:
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Sales Manager
Email: sfitzsimmons@bmj.com
Tel: +44 (0)20 3655 5612