

# Annals of the Rheumatic Diseases

INTERACT IN PRINT AND DIGITAL,  
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

**Sophie Fitzsimmons**

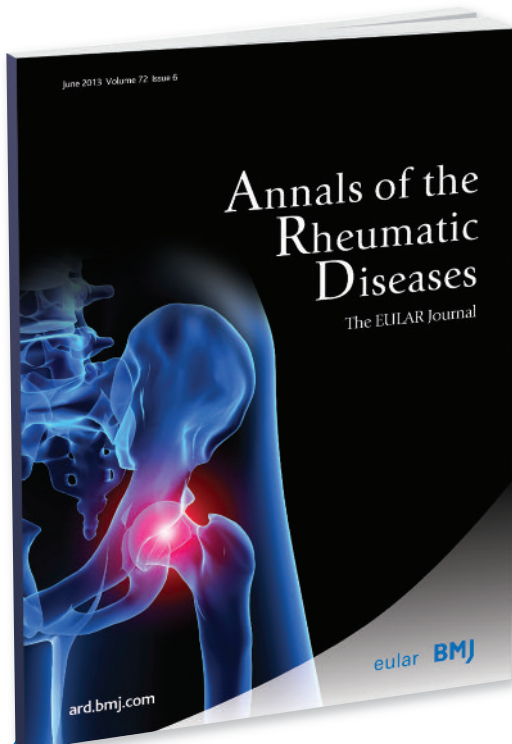
Sales Manager

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**GAIN CREDIBILITY  
ADVERTISE WITH  
ARD AND REACH  
GASTROENTEROLOGISTS**

**RANKED  
IN THE TOP  
3 JOURNALS  
WITHIN  
RHEUMATOLOGY**



*Annals of the Rheumatic Diseases (ARD)* is an international peer review journal committed to promoting the highest standards of scientific exchange and education. It covers all aspects of rheumatology, which includes the spectrum of musculoskeletal conditions, arthritic disease, and connective tissue disorders. ARD publishes basic, clinical, and translational scientific research. Concise scientific communication is encouraged and peer reviewed proceedings of international meetings are featured.

ARD is the official journal of EULAR - the European League Against Rheumatism and all (scientific) delegates to the annual EULAR congress receive a complimentary 12 month subscription to the journal.

Sent to over 11,500 rheumatologists (increasing to 16,000 during EULAR) this fully peer reviewed journal is the leading journal title within rheumatology.

## INFORMATION ABOUT THIS TITLE

Editor:	Josef Smolen <i>University of Vienna</i>
Frequency:	Monthly
Print Circulation:	11,500 (bumper circulation in June 16,000)
Monthly online data**:	UK 51,100 page views from 27,800 users ROW 391,230 page views from 225,750 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

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

**BMJ**

# Annals of the Rheumatic Diseases

## NEW Contextual advertising

Revolutionise your campaigns by targeting your ad banners by keyword and audience

- Ensures adverts displayed among relevant content to the right audience
- Drives better performance of ads
- Cuts wasted impressions
- Increased CTR

## Digital advertising

ard.bmj.com

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

### NEW BILLBOARD

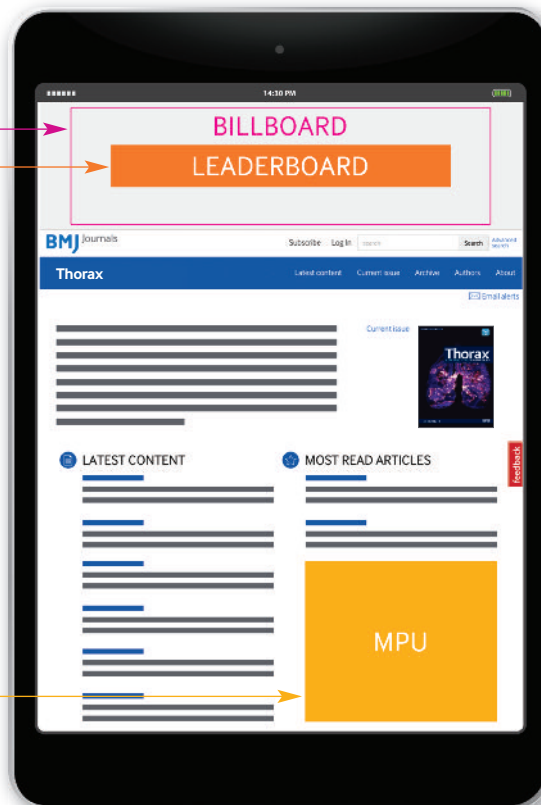
For a larger presence

### LEADERBOARD

Eye catching prominence at the top of every page

### MID PAGE UNIT

Prominent central position to maximise your exposure



## DIGITAL ADVERTISING RATES

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

## NEW Targeted Solutions

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

## Print advertising

### in ARD

ARD offers the opportunity to present your product in a journal targeting decision makers within rheumatology.

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

## DISPLAY ADVERTISING RATES

Ad Format	Ratecard
<b>DPS</b>	
4 col	£4,430
Mono	£2,502
<b>Full page</b>	
4 col	£2,214
Mono	£1,251
<b>Half page</b>	
4 col	£1,729
Mono	£864
<b>Quarter page</b>	
4 col	£914
Mono	£590

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

## PUBLISHING DEADLINES FOR 2020

January - 2 December	July - 27 May
February - 19 December	August - 25 June
March - 28 January	September - 28 July
April - 26 February	October - 26 August
May - 24 March	November - 24 September
June - 21 April	December - 28 October

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

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