

INTERACT IN PRINT AND DIGITAL,  
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

**Sophie Fitzsimmons**

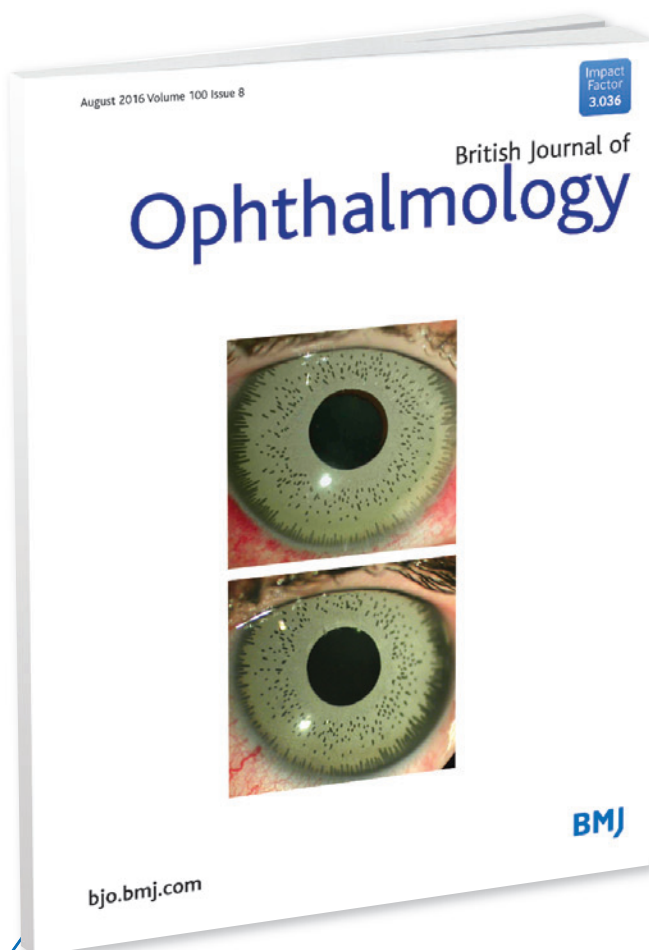
Sales Manager

Email: [sfitzsimmons@bmj.com](mailto:sfitzsimmons@bmj.com)

Tel: +44 (0)20 3655 5612

# British Journal of Ophthalmology

**ADVERTISE WITH BJO AND  
REACH HIGHLY INFLUENTIAL  
OPHTHALMOLOGISTS**



The British Journal of Ophthalmology (BJO) is an international peer-reviewed journal for ophthalmologists and visual science specialists.

The journal publishes clinical investigations, clinical observations, and clinically relevant laboratory investigations related to ophthalmology. There are sections for 'Innovations' and 'Global issues' where surgical, diagnostic and therapeutic innovations are published.

#### INFORMATION ABOUT THIS TITLE

Editors: Keith Barton, Moorfields Eye Hospital, London, UK, Jost Jonas, Ruprecht-Karls-University of Heidelberg, Heidelberg, Germany, James Chodosh, Massachusetts Eye and Ear Infirmary, Boston, USA

Frequency: Monthly

Print Circulation: 600

Monthly online data\*: UK 23,350 page views from 13,200 users  
ROW 47,000 page views from 85,000 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

# British Journal of Ophthalmology

## 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

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

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

### NEW BILLBOARD

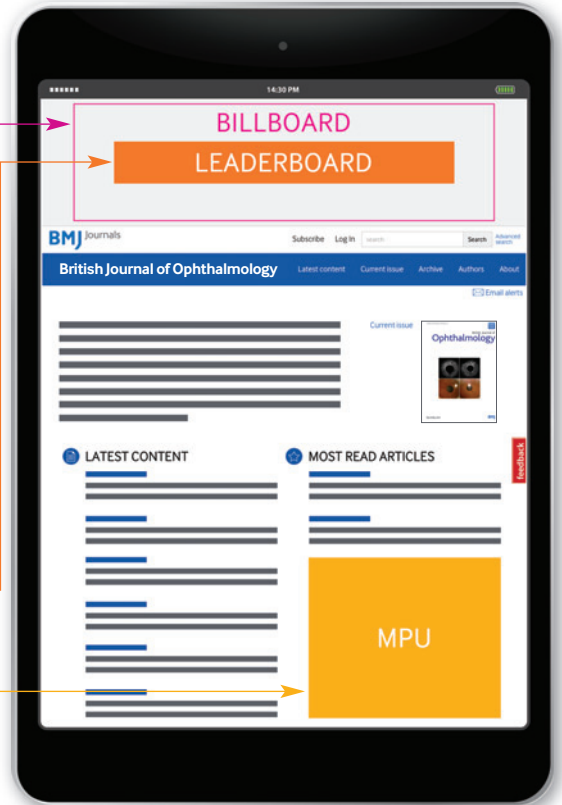
For a larger presence

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

BJO offers the opportunity to present your product in a journal targeting decision makers within ophthalmology.

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

<b>March</b> - 5 February	<b>August</b> - 8 July
<b>April</b> - 5 March	<b>September</b> - 5 August
<b>May</b> - 2 April	<b>October</b> - 7 September
<b>June</b> - 4 May	<b>November</b> - 7 October
<b>July</b> - 5 Jun3e	<b>December</b> - 5 November

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

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