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
Digital advertising
bjobmj.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</td>
<td>£73 per 1,000 impressions</td>
<td>£3,500 for 50,000 impressions</td>
</tr>
<tr>
<td>Leaderboard advert</td>
<td>£60 per 1,000 impressions</td>
<td>£2,850 for 50,000 impressions</td>
</tr>
<tr>
<td>Mid page unit</td>
<td>£65 per 1,000 impressions</td>
<td>£3,100 for 50,000 impressions</td>
</tr>
<tr>
<td>NEW Mobile friendly banners</td>
<td>£73 per 1,000 impressions</td>
<td></td>
</tr>
</tbody>
</table>

**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

**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**

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

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

**Publishing deadlines for 2020**

March - 5 February
April - 5 March
May - 2 April
June - 4 May
July - 5 June
August - 8 July
September - 5 August
October - 7 September
November - 7 October
December - 5 November

For more information on print advertising and tailored packages, please contact:
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