A
DVERTISE IN THIS VITAL EDUCATIONAL RESOURCE FOR GASTROENTEROLOGISTS

Frontline Gastroenterology aims to accelerate the adoption of best practice in the fields of gastroenterology and hepatology. The focus is on delivering high quality patient oriented care with particular emphasis on Gastro trainees. Subscribers to Frontline Gut also receive Gut which is a leading international title.

Frontline Gastroenterology is an official journal of the British Society of Gastroenterology (BSG).

REACHES 2,700 GASTROENTEROLOGISTS.

INFORMATION ABOUT THIS TITLE

Editor: Dr. Anton Emmanuel
Frequency: Bi-monthly
Print Circulation: 2,700

PRINT AND ONLINE ADVERTISING OPTIONS AVAILABLE AS WELL AS TAILORED PACKAGES INCLUDING:

- Contextual advertising
- Targeted email alerts
- Specialty topic pages
- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables
Frontline Gastroenterology

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
fg.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</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

NEW Leadboard
Eye catching prominence at the top of every page

NEW Mid page unit
Prominent central position to maximise your exposure

Print advertising in FG

FG offers the opportunity to present your product in a journal targeting decision makers within gastroenterology.
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>£4,430</td>
</tr>
<tr>
<td>4 col</td>
<td>£2,214</td>
</tr>
<tr>
<td>Mono</td>
<td>£1,729</td>
</tr>
<tr>
<td>Full page</td>
<td>£914</td>
</tr>
<tr>
<td>4 col</td>
<td>£590</td>
</tr>
<tr>
<td>Mono</td>
<td>£686</td>
</tr>
</tbody>
</table>

Publishing deadlines for 2020

March - 23 January
May - 19 March
July - 20 May
September - 23 July
November - 22 September

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