

# Heart

INTERACT IN PRINT AND DIGITAL,  
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

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**GAIN CREDIBILITY  
ADVERTISE IN ONE OF  
THE LEADING JOURNALS  
WITHIN CARDIOLOGY**

READ  
BY MORE  
CONSULTANTS  
THAN ANY OTHER  
CARDIOLOGY  
TITLE\*



*Heart* is an international peer review journal that keeps cardiologists up to date with advances in the diagnosis and treatment of cardiovascular disease. Topics covered include coronary disease, electrophysiology, valve disease, imaging techniques, congenital heart disease (fetal, paediatric and adult), heart failure, surgery, and basic science. Each issue contains an extensive continuing professional education section Education in Heart and JournalScan highlighting key papers.

*Heart* is co-owned by the British Cardiovascular Society and BMJ

**CIRCULATED TO OVER 700 CARDIOLOGISTS THIS FULLY PEER REVIEWED JOURNAL IS A TRUSTED AND INDEPENDENT RESOURCE, THE NUMBER ONE JOURNAL CHOICE TO PLACE YOUR PRINT AND ONLINE MESSAGES.**

\*Source: Hospital Doctor Media Survey 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

#### INFORMATION ABOUT THIS TITLE

Editor:	Catharine M Otto
Frequency:	Twice Monthly
Print Circulation:	700

Monthly online data\*\*: UK 58,700 page views from 31,330 users  
ROW 264,000 page views from 150,720 users

\*\*Source: Google Analytics data 2019

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

**BMJ**

# Heart

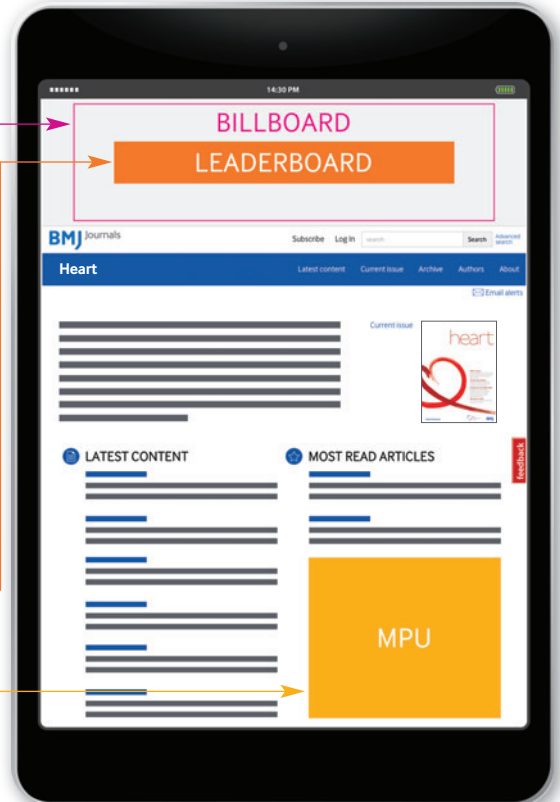
## NEW Contextual advertising

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 heart.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 Heart

Heart offers the opportunity to present your product in a journal targeting decision makers within cardiology.

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

Heart is published twice monthly - please contact us for publishing deadlines Tel: +44 (0) 20 3655 5612

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

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