Thorax is one of the world's leading respiratory medicine journals, publishing clinical and experimental research articles on respiratory medicine, paediatrics, immunology, pharmacology, pathology, and surgery. Thorax is one of the highest ISI ranked journals covering all aspects of pulmonary medicine. Each issue covers topics such as COPD, asthma, smoking, respiratory infection and lung cancer.

Thorax is the official journal of the British Thoracic Society (BTS).

With a circulation of 3,300 and an average issue readership of 65%* from UK respiratory consultants, Thorax should be your number one choice for placing your print and online messages.

* Source: Hospital Readership Survey 2019

Information about this title

Editor: Alan Smyth, Gisli Jenkins and Nicholas Hart
Frequency: Monthly
Print Circulation: 3,300
Monthly online data**: UK 76,500 page views from 45,000 users
ROW 230,900 page views from 160,000 users

**Source: Google Analytics data 2019
Digital advertising

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 Targeted Solutions**

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

**Display Advertising Rates**

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

- February 23 to December
- August 30 to June
- March 30 to January
- September 30 to July
- April 27 to February
- October 28 to August
- May 27 to March
- November 30 to September
- June 28 to April
- December 29 to October
- July 29 to May

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

Thorax offers the opportunity to present your product in a journal targeting decision makers within respiratory medicine.

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**

thorax.bmj.com