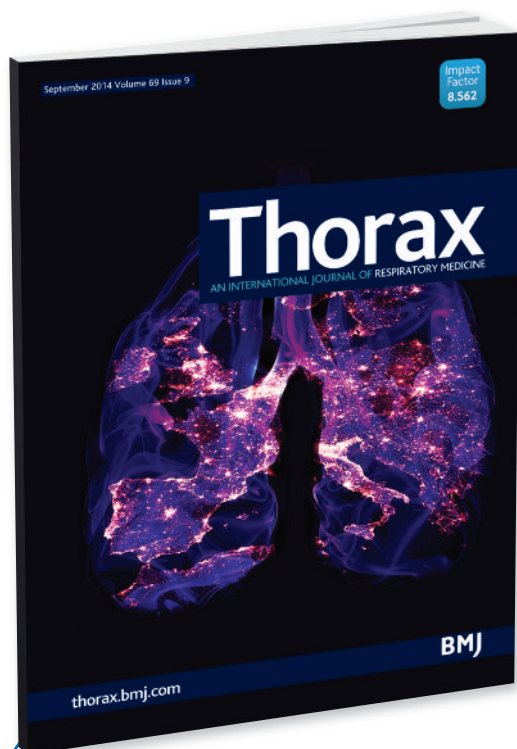


Thorax

AN INTERNATIONAL JOURNAL OF
RESPIRATORY MEDICINE

**GAIN CREDIBILITY
ADVERTISE IN ONE OF THE
LEADING JOURNAL TITLES
WITHIN RESPIRATORY
MEDICINE**



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

thorax.bmj.com

INTERACT IN PRINT AND DIGITAL,
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

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Sales Manager

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READ BY MORE
CONSULTANTS*
THAN ANY OTHER
RESPIRATORY
TITLE

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

BMJ

Thorax

NEW Contextual advertising

Revolutionise your campaigns by targeting your ad banners by keyword and audience

- Ensures adverts displayed among relevant content to the right audience
- Drives better performance of ads
- Cuts wasted impressions
- Increased CTR

Digital advertising

thorax.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
NEW 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 Thorax

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

DISPLAY ADVERTISING RATES

Ad Format	Ratecard
DPS	
4 col	£4,430
Mono	£2,502
Full page	
4 col	£2,214
Mono	£1,251
Half page	
4 col	£1,729
Mono	£864
Quarter page	
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

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

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

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