Gut

GAIN CREDIBILITY
ADVERTISE IN ONE OF THE LEADING JOURNALS WITHIN GASTROENTEROLOGY

Gut is a leading gastroenterology journal publishing first-class research.
Content covers therapy developments in gastric cancer, pancreatic cancer, IBD, bowel disease, and precision medicine treatments.
Subscribers to Gut also receive Frontline Gastroenterology.
Gut is an official journal of the British Society of Gastroenterology (BSG).

CIRCULATED TO OVER 2,225 GASTROENTEROLOGISTS WORLDWIDE, WITH A READERSHIP OF 50%* OF UK GASTROENTEROLOGISTS, THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

* Source: Hospital Doctor Media Survey 2020

INFORMATION ABOUT THIS TITLE

Editor: Professor Emad El-Omar
Frequency: Monthly
Print Circulation: 2,225
Monthly online data**: UK 73,000 page views from 45,000 users ROW 448,500 page views from 256,000 users

**Source: Google Analytics data Dec 2020

ENSURE YOUR BRAND IS VISIBLE TO GASTROENTEROLOGISTS - TAILORED ADVERTISING PACKAGES INCLUDE:
- Print advertising
- Contextual advertising
- Targeted email alerts
- Specialty topic pages
- Reprints and eprints
- Themed supplements
- Podcasts
- Roundtables

BMJ

gut.bmj.com
Digital advertising
gut.bmj.com

Save your budget - ensure every impression is seen by the right audience
Enable exceptional targeting - select those niche words to make the right impact
Increase CTR - achieve better outcomes
Access our expertise - we can guide you on how to identify and manage your keywords

MAKE YOUR CAMPAIGN BIGGER, BETTER, BOLDER.

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.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Ratecard</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS 4 col</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>4 col</td>
<td>£1,251</td>
</tr>
<tr>
<td>Mono</td>
<td>£864</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,729</td>
</tr>
<tr>
<td>4 col</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.

Print advertising in Gut
Ask about a range of creative, eye-catching print solutions that will get your brand noticed.

MAKE YOUR CAMPAIGN STAND OUT IN PRINT

Stay up to date with Gut's latest advertising rates and solutions.

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