Annals of the Rheumatic Diseases (ARD) is a leading peer-reviewed title committed to promoting the highest standard of scientific exchange and education. Covering all aspects of rheumatology, including musculoskeletal conditions, arthritic disease, and connective tissue disorders.

Topics include tocilizumab and Covid-19, osteoarthritis, spondyloarthritis, autoinflammatory disorders, and fragility fractures in adults 50 years+.

ARD is the official journal of EULAR (European Alliance of Associations for Rheumatology).

**INFORMATION ABOUT THIS TITLE**

Editor: Josef Smolen University of Vienna

Frequency: Monthly

Print Circulation: 13,650 (bumper circulation in June 16,000)

Monthly online data**: UK 47,400 page views from 27,200 users
ROW 465,000 page views from 238,500 users

**Source: Google Analytics data Dec 2020

ENSURE YOUR BRAND IS VISIBLE TO RHEUMATOLOGISTS - TAILORED ADVERTISING PACKAGES INCLUDE:

- Print advertising
- Contextual advertising
- Targeted email alerts
- Specialty topic pages
- Reprints and eprints
- Themed supplements
- Podcasts
- Roundtables

NEW Advertise within the ARD weekly podcast - tap into the power of audio.
Annals of the Rheumatic Diseases

Digital advertising
ard.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>Ratecard</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.

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

MAKE YOUR CAMPAIGN STAND OUT IN PRINT

PRINT 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>Full page</td>
<td>£2,214</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,729</td>
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<tr>
<td>Quarter page</td>
<td>£914</td>
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<tr>
<td>Mono</td>
<td>£2,502</td>
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<tr>
<td>Mono</td>
<td>£864</td>
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<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.

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