Gut

THE LEADING JOURNAL 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 2,025 GASTROENTEROLOGISTS WORLDWIDE, WITH A READERSHIP OF 44%* OF UK GASTROENTEROLOGISTS, THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

* Source: Hospital Doctor Media Survey 2021

THREE WAYS TO SHOWCASE YOUR BRAND TO LEADING GASTROENTEROLOGISTS

- **PRINT ADVERTISING**
- **GUT ONLINE**
- **E-MAIL ALERTS**

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INFORMATION ABOUT THIS TITLE

**Editor:** Professor Emad El-Omar

**Frequency:** Monthly

**Print Circulation:** 2,025

**Monthly online data**: UK 80,000 page views from 44,000 users

**Source:** Google Analytics average monthly data during 2021

ENSURE YOUR BRAND IS VISIBLE TO GASTROENTEROLOGY SPECIALISTS. TAILORED PACKAGES INCLUDE:

- Print advertising
- Digital advertising (including contextual)
- Inserts
- Banner advert within targeted email alerts
- Themed supplements
- Podcasts

NEW Advertise within our podcasts - tap into the power of audio.

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**Digital Advertising Options: Key Metrics**

<table>
<thead>
<tr>
<th>Gut online</th>
<th>Unique visits</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>247,061</td>
<td>451,434</td>
</tr>
<tr>
<td>UK</td>
<td>43,500</td>
<td>76,700</td>
</tr>
<tr>
<td>USA</td>
<td>71,950</td>
<td>107,000</td>
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</tbody>
</table>

**Email Alerts: Options to Choose From**

<table>
<thead>
<tr>
<th>EMAIL ALERTS - Mobile Leaderboard and MPU</th>
<th>This Week in The BMJ Gastroenterology</th>
<th>Gut e-toc alerts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total opted in recipients</td>
<td>2,800</td>
<td>6,846</td>
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**Publishing Deadlines for 2022**

- April: 18 February
- May: 22 March
- June: 19 April
- July: 19 May
- August: 22 June
- September: 21 July
- October: 19 August
- November: 21 September
- December: 21 October

**Rates**

<table>
<thead>
<tr>
<th>Print</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Half page</td>
<td>£1,746</td>
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<tr>
<td>Full page</td>
<td>£2,236</td>
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<tr>
<td>DPS</td>
<td>£4,474</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Email alerts</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Banner advert within Thorax e-TOC</td>
<td>£80 per 1,000 impressions</td>
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<tr>
<td>Banner advert within This Week in The BMJ (gastroenterology)</td>
<td>£75 per 1,000 impressions</td>
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</table>

**Choice of Sizes**

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Billboard advert</td>
<td>900 x 250</td>
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<tr>
<td>Leaderboard advert</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Mid page unit</td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>NEW</strong> Mobile friendly banners</td>
<td>320 x 100</td>
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</tbody>
</table>

**To Book Your Campaign Contact:**

Sophie Fitzsimmons
Sales Manager
Email: sfitzsimmons@bmj.com
Tel: +44 (0)20 3655 5612

Ask about our flexible pricing options.