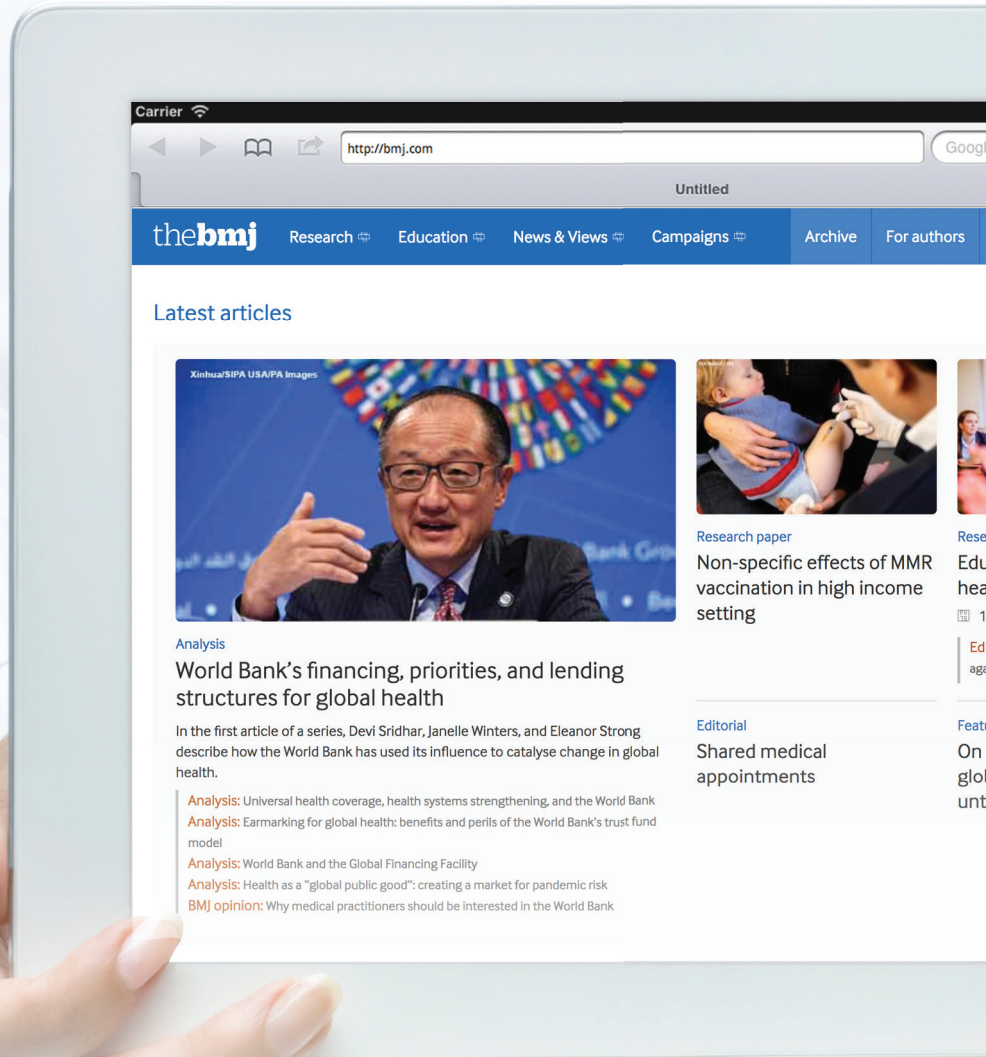


BMJ

THE DOCTOR WILL SEE YOU NOW UNITED STATES ADVERTISING OPPORTUNITIES 2018

Effective advertising opportunities

BMJ is a leading healthcare knowledge provider. From internists, to neurologists and cardiologists, advertisers take advantage of BMJ's extensive reach into the healthcare market.



Contact us

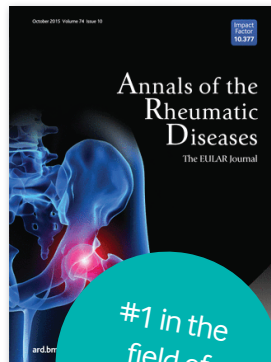
For more information on advertising, and to discuss your campaign requirements, please contact:

RON GORDON

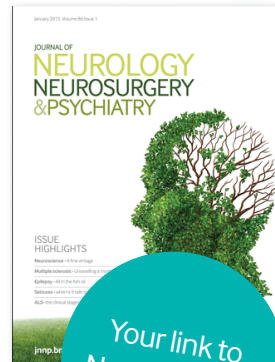
National Accounts Manager
American Medical Communications

(973) 214-4374

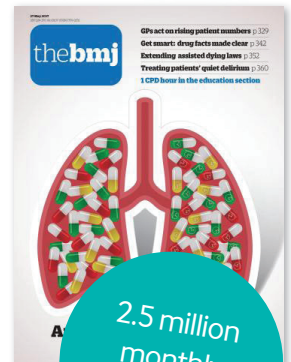
rgordon@americanmedicalcomm.com



#1 in the field of Rheumatology



Your link to Neuro leaders



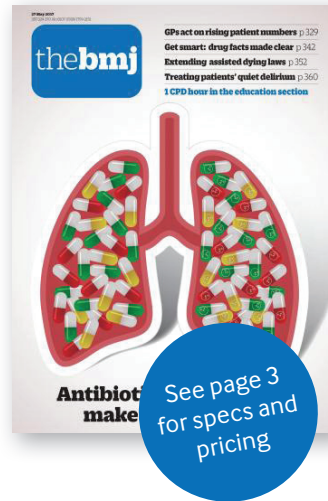
2.5 million monthly impressions

The BMJ—one of the most respected general medical journals in the world—keeps physicians, researchers and other health care professionals up-to-date on the latest medical advances around the world.

The BMJ in print

Available in three print editions, *The BMJ* is your link to internal medicine physicians in the United States and around the world. Contact your sales representative for the the latest circulation figures of each edition.

The BMJ - Edition	Global Print Circulation
Clinical Research Edition	78k+
General Practice Edition	28k+
Academic Edition	900+

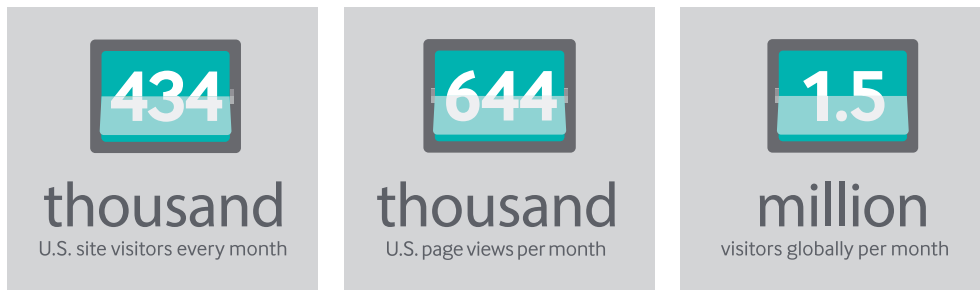


The BMJ

- Established: 1840
- Editor: Dr. Fiona Godlee
- Impact factor: 20.7*
- Primary audience: Internists and healthcare professionals who work in general and internal medicine
- Print Frequency: Varies by edition (weekly or monthly)
- Online frequency: New content daily
- Format: Responsive website provides an optimal viewing experience from any device. Individual and institutional subscriptions available; online access is free with a print subscription.

The BMJ online

A digitally-responsive website provides an optimal viewing experience from any device. Online access can be purchased separately, or is free with a print subscription.



Advertising options include:

- Leaderboard
- Mid-page unit
- Mobile Banner

See page 4 for specs and pricing

Why *The BMJ* online?

- A significant amount of U.S. traffic each month¹, accounting for 27% of all site visitors
 - 434 thousand+ monthly site visits from the U.S.¹
 - 644 thousand+ monthly page views from the U.S.¹
- High traffic volume each month
 - 1.5 million+ monthly site visits worldwide¹
- 2.7 million+ monthly page views worldwide¹
- Reliable ad serving software ensures accurate delivery to your target audience. GEO-IP enables precise geographical targeting. Real Media™ and Open Adstream™ verifies delivery of advertisement inventory

1. Source: Google Analytics, Monthly average from January - June 2017
 * 2016 Journal Citations Report © Clarivate Analytics, 2017





Specialty journals -- Print statistics

Journal	Primary audience	Global Circulation	Frequency
Annals of the Rheumatic Diseases	Rheumatologists	12,350	Monthly
Archives of Disease in Childhood	Pediatricians	13,410	Monthly
British Journal of Ophthalmology	Ophthalmologists	800	Monthly
British Journal of Sports Medicine	Sports physicians	1,250	Bi-weekly
Gut	Gastroenterologists	2,900	Monthly
Heart	Cardiologists	1,450	Bi-weekly
Journal of Investigative Medicine	Biomedical researchers	830	8x per year
Journal of ISAKOS	Orthopedic surgeons	2,400	Bi-monthly
Journal of NeuroInterventional Surgery	Neurointerventional specialists	1,800	12 issues/year
Journal of Neurology, Neuroscience and Psychiatry	Neurologists	960	Monthly
Thorax	Pulmonologists	3,100	Monthly

Please ask an advertising sales representative about statistics for any other Journal from BMJ.

Print rates & specifications

	The BMJ Academic Edition		Journals from BMJ		Journal of NeuroInterventional Surgery		Specifications
Quarter page	Color	\$ 4,000	Color	\$ 1,420	Color	\$ 2,200	Size - 3-1/2" (w) x 4-7/8" (h)
	B/W	\$ 2,135	B/W	\$ 915	B/W	\$ 840	
Half page	Color	\$ 5,345	Color	\$ 2,685	Color	\$ 2,160	Horizontal - 7-3/8" (w) x 4-3/4" (h) Vertical - 3-1/2" (w) x 9-1/2" (h)
	B/W	\$ 4,000	B/W	\$ 1,340	B/W	\$ 1,225	
Full page	Color	\$ 6,945	Color	\$ 3,440	Color	\$ 3,165	Bleed - 8-1/4" (w) x 11-1/4" (h) Trim - 8-1/4" (w) x 11" (h) Live area - 7-3/8" (w) x 9-1/2" (h)
	B/W	\$ 5,345	B/W	\$ 1,945	B/W	\$ 1,785	
Double-page spread	Color	\$ 13,335	Color	\$ 6,880	Color	\$ 6,330	Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)
	B/W	\$ 8,025	B/W	\$ 3,885	B/W	\$ 3,570	

Please note: Advertisements are accepted subject to availability and BMJ approval.

Specialty journals – Website statistics

Website	Primary audience	U.S. visits per month:	U.S. page impressions per month:	Global visits per month:
Annals of the Rheumatic Diseases ard.bmj.com	Rheumatologists	68,746	102,859	217,852
Archives of Disease in Childhood adc.bmj.com	Pediatricians	52,417	78,226	78,226
British Journal of Ophthalmology bjo.bmj.com	Ophthalmologists	22,773	32,994	86,592
British Journal of Sports Medicine bjsm.bmj.com	Sports physicians	105,567	159,158	362,680
Gut gut.bmj.com	Gastroenterologists	64,185	96,562	205,934
Heart heart.bmj.com	Cardiologists	43,543	63,230	148,627
Journal of Investigative Medicine jim.bmj.com	Biomedical researchers	4,356	9,188	11,244
Journal of ISAKOS jisakos.bmj.com	Orthopedic surgeons	1,768	2,633	4,950
Journal of NeuroInterventional Surgery jnris.bmj.com	Neurointerventional specialists	9,527	17,064	20,620
Journal of Neurology, Neuroscience and Psychiatry jnnp.bmj.com	Neurologists	99,277	125,151	233,146
Thorax thorax.bmj.com	Pulmonologists	38,149	25,295	145,073

Source: Google Analytics, Monthly average from January - June 2017 *Ad impression inventory may vary; ask a representative for the latest figures for these and any other BMJ journal.

Digital rates & specifications – includes The BMJ

Format	Pixels	The BMJ and BMJ Journals CPM*	Journal of NeuroInterventional Surgery	Specifications
Mobile banner	320 x 50	\$70	\$110	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance
Leaderboard	728 x 90	\$70	\$110	
MPU (Mid page unit)	300 x 250	\$75	\$110	File size Up to 50kb
Skyscraper	160 x 600	\$70	\$110	Deadline of receipt of material 5 working days prior to publication
Super skyscraper	160 x 600	\$70	\$110	
Expandable skyscraper	160 x 600 x240	\$80	\$110	

* CPM is the abbreviation for cost per 1,000 impressions, which refers to the number of times your advertisement is seen or downloaded onto a specific page.

Please note: Advertisements are accepted subject to availability and BMJ approval.



Additional advertising opportunities!

Maximize your visibility – and investment – through these creative ad placements.

- **eToc alert advertising:** Available for each BMJ journal. eToc recipients have opted-in to receive an email with the table of contents for each new issue.
- **e-Newsletter advertising:** Quarterly and monthly content marketing emails are sent to specialty-specific U.S. physicians. 30% average open and 40% average click through rate.
- **Controlled print circulation:** Sponsor sending an entire journal issue to U.S. health care professionals.
- **Print cover wraps:** Ensure your message is seen by print journal recipients on a cover wrap or belly band.

Other opportunities available. Please contact us today to discuss these highly targeted options!

Additional titles include:

Cardiology

- Heart Asia
- Open Heart

Endocrinology

- BMJ Open Diabetes Research & Care

Evidence-Based

- BMJ Evidence-Based Medicine
- Evidence Based Mental Health
- Evidence-Based Nursing

Gastroenterology

- Frontline Gastroenterology
- BMJ Open Gastroenterology

General Medicine

- BMJ Case Reports
- BMJ Open
- Journal of Medical Ethics
- Medical Humanities
- Postgraduate Medical Journal

Neurology

- Practical Neurology
- Stroke and Vascular Neurology

Nursing

- Evidence-Based Nursing
- End of Life Journal
- BMJ Supportive & Palliative Care
- Journal of Family Planning & Reproductive Health Care

Pediatrics

- ADC Education & Practice Edition
- ADC Fetal & Neonatal Edition
- BMJ Paediatrics Open

Pharmacy

- European Journal of Hospital Pharmacy
- BMJ Evidence-Based Medicine
- Drug and Therapeutics Bulletin

Public Health

- BMJ Global Health
- Emergency Medicine Journal
- Injury Prevention
- Journal of Epidemiology & Community Health
- Occupational & Environmental Medicine
- Sexually Transmitted Infections
- Tobacco Control

Quality & Safety

- BMJ Quality & Safety

Respiratory

- BMJ Open Respiratory Research

Rheumatology

- Eular Textbooks
- RMD Open: Rheumatic & Musculoskeletal Diseases
- Lupus Science & Medicine

Specialty

- Acupuncture in Medicine
- BMJ Supportive & Palliative Care
- Journal of Clinical Pathology
- Journal of Family Planning and Reproductive Health Care
- Journal of Medical Genetics

Sports Medicine

- BMJ Open Sport & Exercise Medicine

Veterinary

- In Practice
- Veterinary Record
- Veterinary Record Open
- Veterinary Record Case Reports



Advancing the practice of healthcare worldwide

Contact us

For more information on advertising, and to discuss your campaign requirements, please contact:

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rgordon@americanmedicalcomm.com