Reaching clinicians and healthcare professionals
Meet the BMJ Corporate Sales team

We can give you direct access to healthcare professionals through a range of channels and bespoke solutions. Talk to us today.

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Head of International Sales Manager - Reprints
Since starting out as the publisher of a single medical journal in 1840, BMJ has developed a unique range of capabilities to meet the needs of clinicians, medical students, healthcare professionals and organisations.

Today, our expertise extends from publishing to medical education, clinical decision support, data analytics and quality improvement to enhance day to day decision-making and healthcare delivery.

- Leading source of medical information for over 170 years.
- The BMJ is the fourth most cited general medical journal in the world.
- Each month, more than five million users visit our websites, where we have content available in 10 languages.
- Over 700,000 healthcare professionals from more than 100 countries access our revision resources and online learning tools.

“At BMJ we believe the work we do with individual professionals, their institutions, organisations and governments, really does make a difference to the health of people all around the world.”

Tim Brooks
CEO, BMJ
The BMJ

The BMJ is one of the most influential and respected medicine journals in the world, committed to ensuring clinicians and healthcare professionals globally have the knowledge to improve patient outcomes.

We publish four editorially identical editions of The BMJ every week. This gives you the perfect platform to target your advertising message to the right set of decision making doctors.

- Available in print, online and on the iPad
- Impact factor 16.35.

The BMJ General practice edition

Circulated to BMA members working in primary care. This edition is received by 75% of all UK general practitioners. Throughout 2015, a new initiative in partnership with the BMA, will see an additional circulation of 4,120 sent out to GP's.

The BMJ General practice edition is the market leader with an average issue readership of 46%⁴ of all UK senior grade hospital doctors.

/ Net reach – The BMJ reaches 65%¹ of all UK GP's on any device (print/digital/app).
/ 63%² of GPs regularly read The BMJ

The BMJ Clinical research edition

All grades of hospital doctors responsible for prescribing medicine and influencing decisions on hospital equipment purchases. Unsurpassed readership and far-reaching influence makes this edition the obvious choice for launch campaigns and brand awareness to clinicians within secondary care.

The BMJ Clinical research edition is the market leader with an average issue readership of 46%⁴ of all UK senior grade hospital doctors.

/ Source:
1. National Medical Readership Survey 2014 – Net Reach for any media
2. National Medical Readership Survey 2014 – 37% of GPs read all or most issues, 26% quite often read The BMJ
3. Circulation based on September 2014 data
4. Hospital Readership Survey 2014
5. ISI Web of Science 204

Following extensive research*, our editorial team have introduced a new format to the print issue which include:

- Snappier content such as 10 minute consultations & research round up
- Clearer contents page with improved signposting
- Picture quiz & news digest
- CPD/CME hours listed per issue

*Independent user panel research August 2014
The BMJ retired edition

This version is read by retired members of the BMA who maintain an active interest in medicine. These recipients are affluent, discerning and a receptive audience with a high disposable income.

The BMJ International edition

This version is sent to an international audience.
International doctors who pay a subscription
BMA members who live overseas
An ideal opportunity to target a global audience.

The BMJ – an excellent medium for targeting campaigns to this ever increasing influential audience

CIRCULATION
12,000

Student BMJ

Student BMJ is the go to resource for students who aspire to be safe and competent junior doctors. This international journal supports students every step of the way, from applying to medical school to qualification and the transition to junior doctor. Written by medical students and expert authors, this title reaches a vital target audience.

The BMJ can also target doctors by specialty, grade and region so if your campaign requires a particular audience, The BMJ can reach these clinicians with this cost effective targeting service

Freshers’ issue in September: 28,000
92,457 page views per month
18,250 unique visitors

CIRCULATION
20,000

Across all editions of The BMJ, on average each issue contains 75% editorial to 25% advertising, guaranteeing maximum visibility and impact for your message.
thebmj.com

Updated twice daily

- thebmj.com provides a complete archive that includes every article since the journal published in 1840
- Instant access to more than 380,000 articles
- The fourth most cited general medical journal in the world
- Customised email alerts – free service used by over 85,000 individuals to receive timely alerts to articles on topics of their choice

Why use thebmj.com?

- High volume traffic – 2.7 million page impressions a month from 1 million unique users¹
- thebmj.com receives a significant amount of global traffic¹ each month; 48% originating from Europe, 28% from the UK and 25% from the US.
- An average of 85,658¹ daily browsers.
- Reliable delivery of advertisements to the right territory thebmj.com uses proprietary ad serving software ensuring accurate delivery of target audience requirements: GEOIP enables precise geographical targeting. Real Media™ and Open Adstream™ verifies delivery of advertisement inventory
- Impact factor 16.3² The BMJ is one of the world’s leading medical journals

Brand loyalty

- 59.7% new visitors
- 40.3% Returning visitors

Key data¹

- 2.7 million Page impressions
- 1.3 million visitors
- 1 million Unique visitors

Source:
1. Google Analytics Oct 2014
2. ISI Web of Science 2014
Global reach

Geographical targeting available

Advertising options include:

**Leaderboard** – 728 x 90px  **MPU** – 300 x 250px  **Mobile banners** – 468 x 60px
BMJ hosted

Let The BMJ drive traffic to your resources

The BMJ’s hosted content section gives our users access to resources produced by external organisations. thebmj.com can host your whitepaper, report or multimedia resources of relevance to healthcare professionals.

Specialty portals

Specialty portals bring together all BMJ world-class content from a specialist area in one easy to navigate page, with regularly updated content and links. These portals can be accessed through the thebmj.com website and act as a dynamic resource for specialists to read about and discuss the latest topics in their specialist area. The tenancy slot on thebmj.com/specialty portal is exclusive to one sponsor.

- Geo targeting available

Sponsorship includes:

- 25,000 page impressions delivered per month
- Complimentary sponsored email alerts to relevant specialty audience:
- Three alerts over 6 months
Email advertising opportunities

What’s New Online – 127,601¹ opt in’s
This popular weekly email alert highlights what has been published in The BMJ over the past seven days. Requested by over 127,601¹ healthcare professionals, this alert provides a useful interactive summary of the latest research, education and a selection of the most read articles published in The BMJ.

5 Minutes from BMJ
Monthly email alerting service providing free access to the latest and most relevant articles from across BMJ products, keeping recipients up to speed with the latest news and developments within medicine.

This popular email campaign is sent in four editions:


5 Minutes for Junior Doctors — requested by over 17,416¹ junior doctors
5 Minutes for Students — requested by over 79,995¹ students
5 Minutes of General Practice — requested by over 23,859¹ UK general practitioners
5 Minutes of International Medicine — requested by over 51,759¹ international family medicine doctors

iPad App
The app combines the weekly print journal selection of research, comment, and education (with added interactivity) from The BMJ, along with live feeds of the latest news, blogs, podcasts, and videos to appear on thebmj.com.

iPad is the second most used mobile platform for The BMJ — second only to iPhone
25,547 clinicians downloaded The BMJ in 2014
Full page advert available
Portfolio of journals
Print & digital opportunities

High quality content for healthcare professionals and clinicians across the globe, our portfolio of more than 60 titles including some of the most influential specialty journals in their field. **High impact journals include:**

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Journal title</th>
<th>Page Impressions</th>
<th>Unique Visitors</th>
<th>Print Circulation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiologists</td>
<td><strong>Heart</strong> – the official journal of the British Cardiovascular Society (BCS)</td>
<td>224,826</td>
<td>77,693</td>
<td>1,300</td>
<td>Twice monthly</td>
</tr>
<tr>
<td>Gastroenterologists</td>
<td><strong>Gut</strong> - the official journal of the British Society of Gastroenterology</td>
<td>305,444</td>
<td>114,127</td>
<td>3,100</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td><strong>Frontline Gastroenterology</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospital Pharmacists</td>
<td><strong>European Journal of Hospital Pharmacy</strong></td>
<td>19,083</td>
<td>6,218</td>
<td>15,000</td>
<td>Monthly</td>
</tr>
<tr>
<td>Ophthalmologists</td>
<td><strong>British Journal of Ophthalmology</strong></td>
<td>157,187</td>
<td>47,874</td>
<td>835</td>
<td>Monthly</td>
</tr>
<tr>
<td>Paediatricians</td>
<td><strong>Archives of Disease in Childhood</strong> – the official journal of the Royal College of Paediatrics and Child Health</td>
<td>460,844</td>
<td>170,497</td>
<td>12,600</td>
<td>Monthly</td>
</tr>
<tr>
<td>Respiratory</td>
<td><strong>Thorax</strong></td>
<td>248,165</td>
<td>87,726</td>
<td>2,900</td>
<td>Monthly</td>
</tr>
<tr>
<td>Rheumatologists</td>
<td><strong>Annals of the Rheumatic Diseases</strong> – the official journal of EULAR (European League Against Rheumatism)</td>
<td>392,986</td>
<td>127,207</td>
<td>11,660 (15,910 enhanced circulation in June)</td>
<td>Monthly</td>
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Web traffic obtained from Google Analytics 1-31 Oct 2014
## Portfolio of journals

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Journal Title</th>
<th>Circulation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Medicine</td>
<td>Emergency Medicine Journal</td>
<td>4,785</td>
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<tr>
<td></td>
<td>Journal of the Royal Army Medical Corps</td>
<td>1,000</td>
<td>Quarterly</td>
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<tr>
<td>Evidence-Based Medicine</td>
<td>Evidence-Based Medicine</td>
<td>580</td>
<td>Bi-monthly</td>
</tr>
<tr>
<td></td>
<td>Evidence-Based Mental Health</td>
<td>630</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Nurses</td>
<td>Evidence-Based Nursing</td>
<td>9,200</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Neurology and Psychiatry</td>
<td>Journal of NeuroInterventional Surgery</td>
<td>1,000</td>
<td>10 issues</td>
</tr>
<tr>
<td></td>
<td>Journal of Neurology, Neurosurgery and Psychiatry</td>
<td>1,000</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Practical Neurology</td>
<td>2,260</td>
<td>Bi-monthly</td>
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<tr>
<td>Public Health Journals</td>
<td>BMJ Quality &amp; Safety</td>
<td>630</td>
<td>Monthly</td>
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<td></td>
<td>BMJ Supportive and Palliative Care</td>
<td>410</td>
<td>Quarterly</td>
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<tr>
<td></td>
<td>Injury Prevention</td>
<td>390</td>
<td>Bi-monthly</td>
</tr>
<tr>
<td></td>
<td>Journal of Epidemiology &amp; Community Health</td>
<td>650</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Journal of Medical Ethics</td>
<td>770</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Medical Humanities</td>
<td>1,000</td>
<td>Twice yearly</td>
</tr>
<tr>
<td></td>
<td>Occupational and Environmental Medicine</td>
<td>1,600</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Tobacco Control</td>
<td>535</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Pathology</td>
<td>Journal of Clinical Pathology</td>
<td>1,225</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Journal of Family Planning and Reproductive Health Care</td>
<td>15,000</td>
<td>Quarterly</td>
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<td></td>
<td>Sexually Transmitted Infections</td>
<td>1,400</td>
<td>Bi-monthly</td>
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<td>Special Interest</td>
<td>Acupuncture in Medicine</td>
<td>2,425</td>
<td>Bi-monthly</td>
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<tr>
<td></td>
<td>Postgraduate Medical Journal</td>
<td>540</td>
<td>Monthly</td>
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<tr>
<td>Sports Medicine</td>
<td>British Journal of Sports Medicine</td>
<td>1,225</td>
<td>18 issues</td>
</tr>
</tbody>
</table>
Journals - digital opportunities

Banner advertising

Available across a range of specialty titles from BMJ. Alerts are sent out on a monthly basis (or more regularly depending upon frequency of title).

Specialties include:
- Cardiovascular
- Gastroenterology
- Paediatrics
- Respiratory
- Rheumatology

Other specialities are available – ask your sales manager for more information.

All journals from BMJ websites are mobile optimised.

Open Access

BMJ has a long history of engagement with Open Access. We believe that the wide availability of research articles is critically important to our core aim of helping doctors and patients make better healthcare decisions.

We have a range of Open Access titles covering the following specialities:
- BMJ Open (covers all therapeutic areas)
- BMJ Open Diabetes Research & Care
- BMJ Open Gastroenterology
- BMJ Open Respiratory Research
- Lupus Science & Medicine
- Open Heart.

Contact
Marc Clifford
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The BMJ Awards

A passion for excellence
Share The BMJ’s passion for shining the spotlight on everyday medical excellence. Start talking to us now and see how The BMJ Awards can work for you.

The BMJ Awards are the UK’s premier medical awards programme, recognising and celebrating the inspirational work done by doctors and their teams.

Organised by The BMJ, one of the world’s great medical journals, the Awards reflect our mission to improve patient outcomes and showcase the very best healthcare in the UK.

In 2014, almost 700 guests congregated in London to applaud 60 shortlisted teams in 13 categories ranging from surgery to patient safety.

What The BMJ Awards can do for you
• Enhance your corporate profile through association with the biggest and best awards programme for British doctors
• Discover the emerging stars of medicine and get to know them at the judging days and on the night
• Enjoy extensive coverage in The BMJ and our portfolio of specialty journals both in print and online
• Meet the best medical teams in the UK
• Make your organisation synonymous with the quality agenda that The BMJ promotes
• Network with the leading lights of UK medicine including clinicians, policymakers and academics

“The BMJ Awards really position The BMJ at the heart of helping doctors practice better medicine”

– Winner The BMJ Awards 2014

Contact
David Bell
T: +44 (0)20 7383 6053
E: dbell@bmj.com
Conference editions
Use our suite of leading journal titles covering many specialties and therapy areas. Many are co-owned with professional associations or colleges allowing you to access the membership circulation. Time your marketing campaign to run in our special editions where editorial content is themed around content delivered at key conferences throughout the year.

Roundtables
Sponsor a roundtable with BMJ’s Journals and help lead the content of a debate on a chosen topic.
Involvement allows you to engage with relevant key opinion leaders. A report of the roundtable discussion is then published in the relevant journal.

Reprints
Reprints of original articles from journals, are a cost-effective and authoritative way of providing information on advances in medicine and new therapeutic areas.
Reprints are invaluable for direct marketing, exhibitions/seminars and sales support campaigns and for mailing new product information to doctors.
Our eprint programme allows for distribution through links via email or on a website.

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Contact:
Nadia Gurney-Randall
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E: ngurney-randall@bmj.com

Online data is available on request
### 2015 rates

The BMJ print advertising rates

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>DPS</td>
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<td>£10,020</td>
<td>£9,724</td>
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<td>£6,692</td>
<td>£6,482</td>
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<td>£3,840</td>
<td>£3,735</td>
<td>£3,241</td>
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<td>£3,593</td>
<td>£3,491</td>
<td>£2,833</td>
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<td>Mono</td>
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<td>£2,358</td>
<td>£1,857</td>
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<tr>
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<td>£3,344</td>
<td>£3,247</td>
<td>£2,428</td>
<td>£653</td>
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<td></td>
<td>Mono</td>
<td>£1,839</td>
<td>£1,783</td>
<td>£1,298</td>
<td>£308</td>
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</table>

*Student BMJ September issue circulated to all first year medical students

### Journals

<table>
<thead>
<tr>
<th>Format</th>
<th>DPS</th>
<th>Whole Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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</thead>
<tbody>
<tr>
<td>4 colour</td>
<td>£4,175</td>
<td>£2,087</td>
<td>£1,629</td>
<td>£862</td>
</tr>
<tr>
<td>Mono</td>
<td>£2,358</td>
<td>£1,179</td>
<td>£814</td>
<td>£556</td>
</tr>
</tbody>
</table>

### Digital rates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advert 468 x 60</td>
<td>4 colour</td>
<td>£4,175</td>
<td>£2,087</td>
<td>£1,629</td>
<td>£862</td>
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<tr>
<td>MPU (Mid page unit) 300 x 250</td>
<td>Mono</td>
<td>£2,358</td>
<td>£1,179</td>
<td>£814</td>
<td>£556</td>
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<tr>
<td>iPad app Full page 3 insertions £3,500</td>
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<td>£3,248</td>
<td>£2,833</td>
<td>£653</td>
<td></td>
</tr>
<tr>
<td>Specialty portals £25,000 for 6 months</td>
<td>Mono</td>
<td>£1,298</td>
<td>£814</td>
<td>£308</td>
<td></td>
</tr>
</tbody>
</table>

* 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.
The BMJ inserts

Targeting by specialty, grade and region is available – ask for details.

<table>
<thead>
<tr>
<th></th>
<th>Loose Inserts</th>
<th>Bound Inserts</th>
<th>Band Wrappers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The BMJ GP</td>
<td>The BMJ GP</td>
<td>The BMJ GP</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td>£11,822</td>
<td>£23,645</td>
<td>£27,585</td>
</tr>
<tr>
<td></td>
<td>£4,704</td>
<td>£9,408</td>
<td>£10,976</td>
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<tr>
<td><strong>Surcharge over 10gms</strong></td>
<td>£180</td>
<td>£164</td>
<td>£180</td>
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<td></td>
<td>£84</td>
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<td>£84</td>
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<tr>
<td><strong>Targeted inserts</strong></td>
<td>£3,277</td>
<td>£5,900</td>
<td>£6,774</td>
</tr>
<tr>
<td>(below 10,000)</td>
<td>£3,277</td>
<td>£5,900</td>
<td>£6,774</td>
</tr>
</tbody>
</table>


Loose inserts, bound inserts & band wrappers

Maximum Size – 260mm x 190mm  Minimum Size – 130mm x 105mm

Minimum Weight – Single sheets (2pp) must be on paper of substance no lighter than 100gsm

There is no maximum weight specification but please note that if the insert exceeds 10 grams in weight, a postal surcharge may be incurred.

If the insert exceeds 277mm (h) x 200mm (w) the insert will need to be folded. A charge will be made by the printer for this service. Therefore if you wish to supply an insert that exceeds the maximum size, please ensure that it is delivered to the printers folded.

Any inserts that have special folds – i.e. ‘menu’ style, must be folded before being delivered.

No loose insert will appear without approval from the Editor and the Production Department. A PDF of the artwork should be sent 2 weeks prior to publication.

**Number of inserts required for full run:**

The BMJ General Practice Edition – 32,000
The BMJ Clinical Research Edition – 85,000
The BMJ Retired Doctors Edition – 17,000

All of the above are inclusive of stock copies and overs.

The deadline for delivery of inserts is 8 days prior to publication. Please note that the journal will not run late to accommodate an advertisement or insert.
Technical specifications

<table>
<thead>
<tr>
<th>DPS</th>
<th>Full page</th>
<th>The BMJ</th>
<th>Student BMJ</th>
<th>Journals from BMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
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<td>303mm x 216mm</td>
<td>286mm x 216mm</td>
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<td>129mm x 186 mm</td>
<td>121mm x 186 mm</td>
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<tr>
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<tr>
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<td>264mm x 90 mm</td>
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<tr>
<td>Quarter Page</td>
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<tr>
<td>Portrait</td>
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<tr>
<td>Third Page Horizontal</td>
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<td></td>
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</tr>
<tr>
<td>Portrait</td>
<td>188 x 82 mm</td>
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All DPS adverts must be supplied as 2 single PDF files, left and right hand pages. Please allow 10mm gutter bleed allowance 5mm each side. It is important to leave at least a 10mm text/image clearance on all edges of an advert in order to ensure that those edges are not cropped during binding.
Technical specifications

Print

Material required

- BMJ cannot accept responsibility if adverts are not supplied with the correct clearance. We require the advert to be saved as a PDF
- Ensure all pictures/logos are high resolution and CMYK format
- All fonts must be embedded
- The PDF should be sent to the relevant named contact

Supplying a PDF

- All ads must be saved as a PDF, as a single page in Acrobat 4.05 or above. Please make sure that DPS adverts are supplied as two separate files indicating the left and right hand pages. Leaving 10mm (5mm either side) for gutter allowance
- Saved on a 280mm x 210mm template and centred for all journals
- All fonts must be embedded
- 3mm Bleed on all bleed adverts, Trim marks included
- All files must be saved as CMYK and must NOT be RGB, Lab Colour, ICC Colour based or Pantone
- Images should be saved as high resolution, CMYK format and have all fonts embedded
- Image resolution = 300 dpi (min)
- The file content remains the responsibility of the sender
- The Editor reserves the right to reject any advertisement that does not conform to BMJ requirements/policy. All advertisements must also be delivered by the deadline date specified by the Advertisement Production Manager

Digital

File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance

File size Up to 50kb Deadline of receipt of material 5 working days prior to publication

Prescribing information to be provided as a PDF. Prescribing information must be no more than one click away from the banner.

Please note:

- Advertisements are accepted subject to availability and BMJ approval
- Third party banner advertising is not permitted without extensive testing from our production team.
- Advertisements supplied remain the responsibility of the advertiser and should comply with ASA standards, UK
- Medicines Control Agency regulations and ABPI Code of Practice. Contact us for more information.

Final copy date

Copy deadlines available on request

Cancellation notice

14 days prior to copy date

Production contact details

David Dunk - The BMJ
T: +44 (0)20 7383 6589
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Production contact details

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E: sjohnson@bmj.com