

BJC

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The British Journal of Cardiology

The peer-reviewed journal linking
primary and secondary care

Media Pack 2016



The British Journal of Cardiology

The peer-reviewed journal linking primary and secondary care

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Introduction

On behalf of the *British Journal of Cardiology* (BJC) Editorial Board, thank you for your interest and continuing marketing investment.

Such support helps strengthen our position as the leading UK peer-reviewed cardiometabolic medicine journal and we are proud that we have been asked to be the official journal for the associations listed opposite.

The BJC uniquely links primary and secondary care by providing:

- High quality peer-reviewed clinical reviews and original clinical research articles
- Educational support, professional development and patient care guidelines
- Editorial features, opinions and commentaries
- International and domestic conference news
- Professional best practice discussions

By utilising any of our cost-effective, multi-media opportunities, you help to provide our registered circulation of 28,000 professional readers in print and online, as well as our active online users of 260,000, with quality content including:

- Editorials – frank and free ranging UK and European perspectives
- Clinical papers – audit, practice reviews, clinical studies, imaging techniques, rehabilitation and primary care
- Drug reviews – new and established compounds assessed by key opinion leaders
- Referral - management advice for the primary care team
- Case reports
- Medical images
- News – clinical trial data, guidelines and topical issues
- Global and UK congress and meeting reports
- Podcasts
- Medical humour
- Letters and diary



The British Journal
of Cardiology is
the official journal of



British Association for
Cardiovascular Prevention
and Rehabilitation



British Association
for Nursing in
Cardiovascular Care

British Association for Nursing
in Cardiovascular Care



British Heart Valve Society



British Hypertension
Society Information Service



British Junior
Cardiologists' Association



Cardiorenal Forum



CardioVascular General
Practitioners



HEART UK – The Cholesterol
Charity



National Obesity Forum



Scottish Heart and Arterial
Risk Prevention Group

STROKE FORUM

UK Stroke Forum

The Journal & Websites

Leading opinion for 22 years, The British Journal of Cardiology publishes medical, interventional and therapeutic development content of interest to the community that includes:

- Arrhythmias
- Heart failure
- Coronary artery disease
- Hypertension and stroke
- Coronary intervention and surgery
- Prevention and rehabilitation
- Dyslipidaemia
- Paediatric cardiology / adult congenital heart disease
- Diabetes and cardiorenal medicine
- Imaging

BJC Online is a well-designed, clear and fully interactive website for our rapidly growing community of active online users who now number over 260,000. Exclusive online content includes all articles published ahead of print with a 14-year archive of articles, podcasts, regular topical newsletters and BJC Learning – our educational resource for continuing professional development.

Our sister websites cater for more specialist interests. BJC Arrhythmia Watch gives the latest news and views on cardiac rhythm management. The Cardiorenal Forum targets healthcare professionals involved in the management of patients presenting with a primary cardiovascular or renal problem.

Growing community

We are delighted that our online resources are enabling the BJC to reach healthcare professionals far beyond our traditional print readership. In the past five years, unique online visitors have increased more than eight-fold. Page views on our site are now almost 600,000 per year. Our mobile friendly website enables content to be readily accessible and easy to read by tablet and mobile phone users, who now account for a third of our visits.

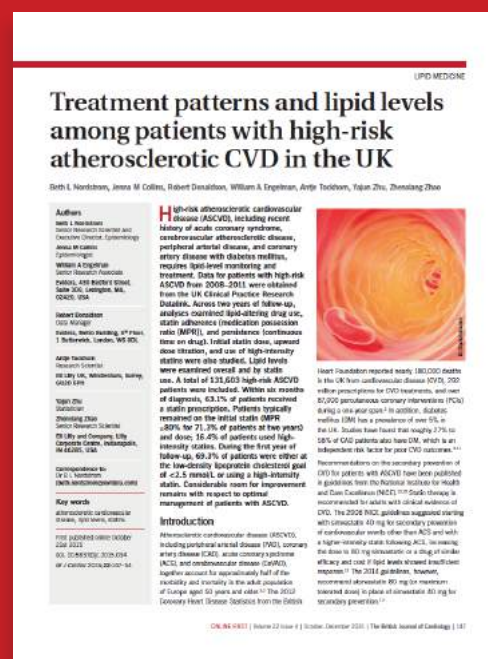
Our highly respected content can now be reached worldwide, with increasing demand from international pharma to distribute key articles and reviews to both emerging and more developed markets.

With continuing industry partnership and support of both our print and online resources, we look forward to extending our efforts to meet the educational demands of our cardiovascular colleagues. We hope this helps in your own continued commercial success.

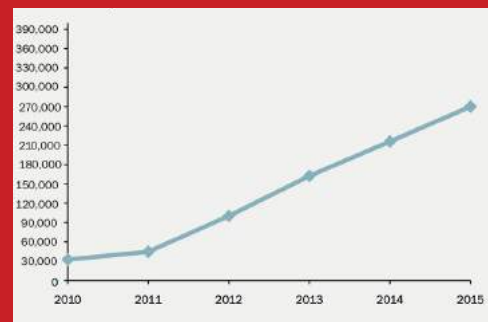
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Terry McCormack

Kim Fox
Kate White

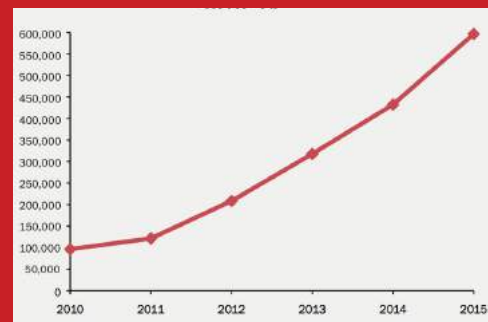
Tim Kelleher



BJC active online users 2010–15



BJC online page views 2010–15



Print & Online Readership

The print circulation includes:

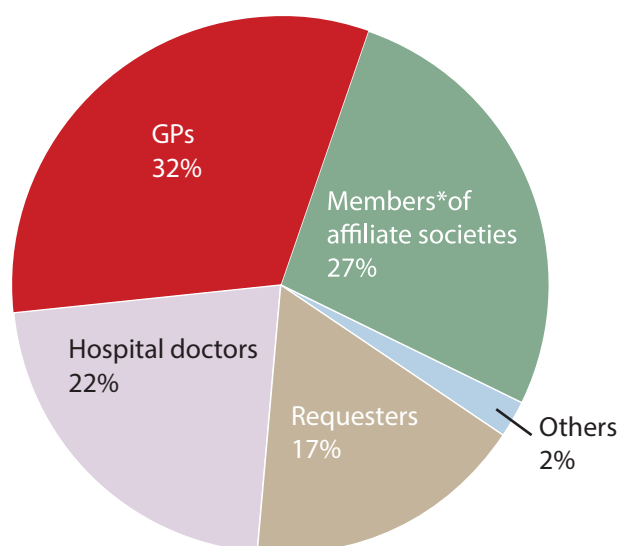
- Hospital cardiologists (all grades) and allied disciplines
- General practitioners including GPs with a special interest in cardiovascular medicine, all CHD clinics, CHD leads, diabetes leads, renal leads, high prescribers, and selected nurses working in primary care CHD clinics

Thousands more readers access the journal online (see overleaf)

The BJC is the official journal and circulated to the membership of the:

- **CardioVascular General Practitioners:** formerly the National GPSI Cardiology Forum, and now renamed CVGP (CardioVascular General Practitioners: the Society for GPs with an interest in Cardiovascular Medicine), it provides specific clinical education, continuing professional development, support and representation at policy level to all GPs involved in cardiovascular care.
- **HEART UK:** a charity set up to support all those at risk of inherited high cholesterol and cardiovascular disease, with a professional division for health professionals who care for people with lipid abnormalities.
- **Scottish Heart and Arterial Risk Prevention Group:** a charity providing education and research for doctors and nurses concerned with tackling the problem of premature illness and death due to cardiovascular disease.
- **National Obesity Forum:** a charity established to raise awareness of the growing impact of obesity and overweight on patients and the NHS.
- **British Junior Cardiologists' Association:** the national body representing the interests of junior cardiologists for training, education and research issues.
- **UK Stroke Forum:** hosted by the Stroke Association, the UKSF is a coalition of over 30 organisations committed to improving stroke care in the UK. It aims to bring together healthcare professionals to meet and share ideas, and also enables patients to meet stroke professionals and help shape future services.
- **Cardiorenal Forum:** an independent group set up to highlight the important clinical overlap that exists between patients presenting with a primary cardiovascular or renal problem.
- **British Hypertension Association Information Service:** a provider of information to doctors, nurses and other healthcare professionals who work in the field of hypertension and cardiovascular diseases.
- **British Association for Cardiovascular Prevention and Rehabilitation:** an association concerned with the practice and philosophy of cardiac rehabilitation. It produces national guidelines and develops educational programmes and professional training systems in this field.
- **British Heart Valve Society:** A specialist group which draws on all disciplines relevant to valve disease, examining both the wider issues and those immediately related to clinical practice.
- **British Association for Nursing in Cardiac Care:** a forum for communication, professional development and national representation for all nurses in Britain who are involved in the care of cardiovascular patients.

Print readership data

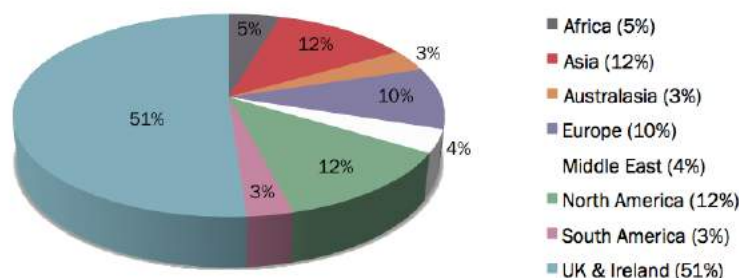


*Members are either hospital doctors, GPs or nurses with an interest in cardiology

Online Circulation

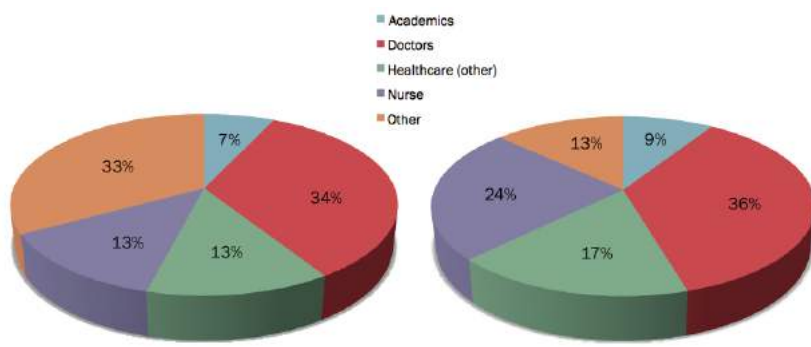
Our online readership is growing both in the UK and overseas. It is read by both primary and secondary care health professionals, with wide ranging areas of interest in the cardiovascular field.

Online registered users (21,000) by region 2015

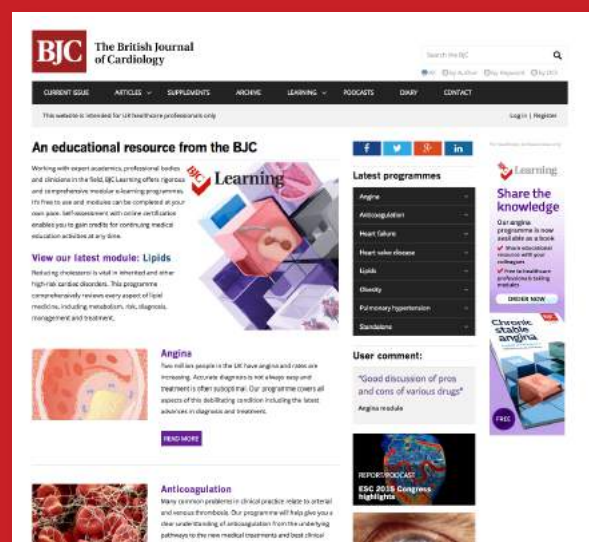
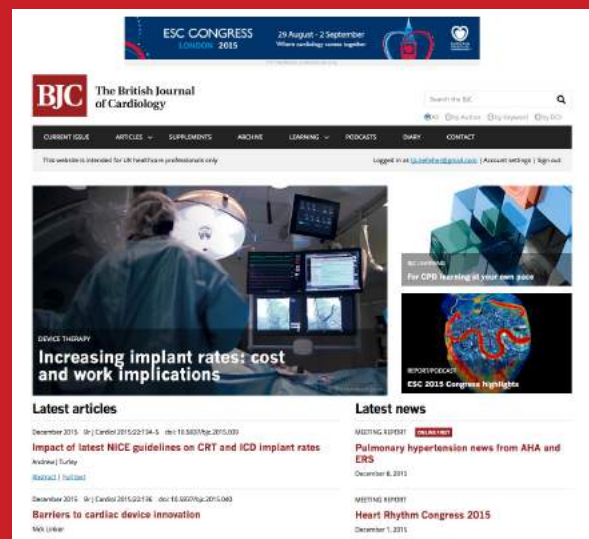
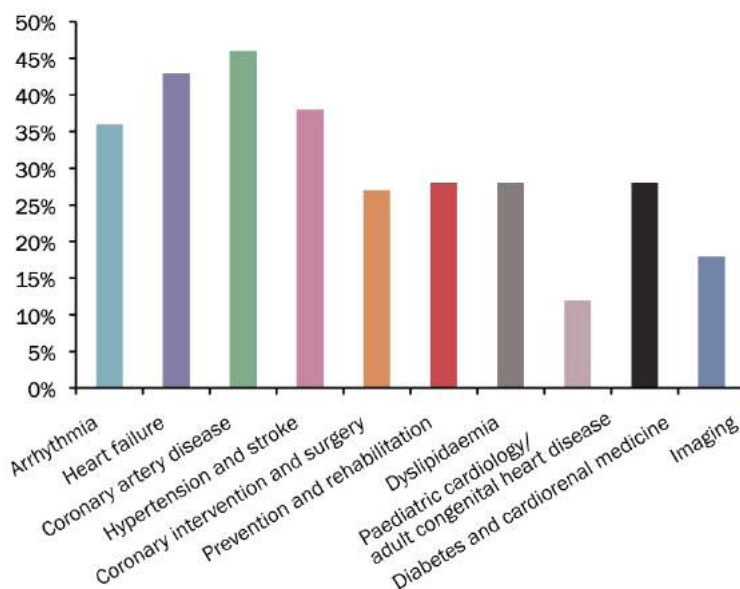


Online registered users by occupation 2015

Global users (21,000) UK & Ireland cohort (10,100)



Online registered users database 2015 (21,000) by special interest cited

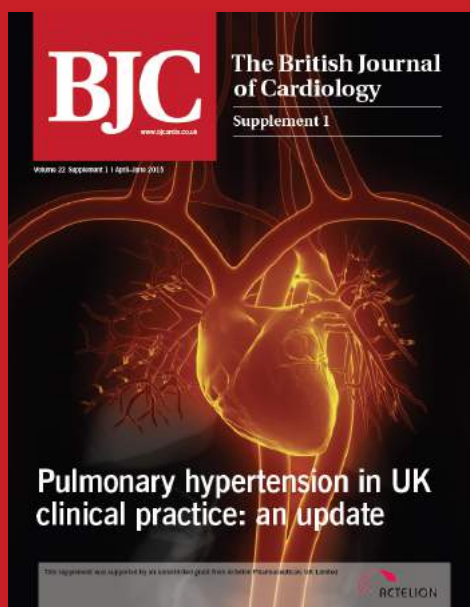


Supplement & Highlight Reports

Regular supplements and highlight reports to the main journal are published providing sponsors with the opportunity to have their name affiliated with BJC material. Whilst editorially independent, presentation and delivery can be tailored to a company's specific needs.

These supplements provide a unique marketing opportunity to reach key opinion leaders and prescribers and will emphasise a sponsor's interest in progressing research in the field of cardiology.

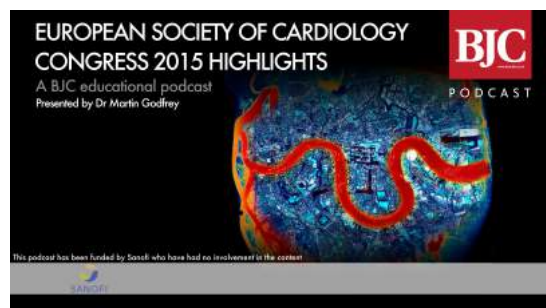
BJC supplements are published online and can also be sent out with the print journal. Additional copies can be made available for sponsored distribution by sales forces or for exhibition booth display.



BJC Podcasts

BJC podcasts give sponsors the opportunity to have key opinion leaders discuss highlights from international meetings, including coverage of sponsor's new clinical trial data and other activities.

Podcasts are also an excellent resource to showcase best practice.



BJC Reprints

Reprints of peer-reviewed articles under the auspices of the BJC provide a highly effective opportunity for dissemination of key messages.

Enquiries for supplements, podcasts and reprints should be directed to:

Henry Purcell
hpurcell@bjcardio.co.uk

Katharine White
kwhite@bjcardio.co.uk

T: +44 (0)20 7731 4945

Meetings

The BJC has a wealth of experience in running high calibre and highly successful educational meetings. The BJC is uniquely placed, with its prestigious editorial board, to organise innovative educational initiatives including round table meetings and symposia. We can organise the recruitment of faculty, moderator and delegates from our extensive readership database. We organise the Annual Scientific Meeting of the Cardioresenal Forum, meetings for the Cardiometabolic Forum and smaller postgraduate meetings throughout the year.

As well as pre-event promotion within the journal and online, we offer a rapid and skilled dissemination of information through publication of highlight reports, supplements, podcasts and e-newsletters, amongst other post-meeting opportunities.

Meeting enquiries should be directed to:

Henry Purcell
hpurcell@bjccardio.co.uk
T: +44 (0)20 7731 4945



Bespoke newsletters

Sponsorship of our bespoke 'Focus' digital newsletters is an effective way of raising awareness in particular therapeutic areas and delivering your campaign. These newsletters are emailed to opted-in members in our community of 21,000 registered online users.

Independently written and sourced by the BJC, the newsletters carry live links to the latest news and articles in the therapeutic area. Newsletters can also link to bespoke BJC reports from international and UK meetings. A side panel in the newsletter enables sponsors to carry links to their own resources.

Our newsletters have excellent opening and click thru rates of one in five.



Our BJC 'Focus' newsletters can carry links to bespoke BJC reports



The BJC has an excellent reputation with leading pharmaceutical companies. Our current and past clients include:

Abbott Laboratories
Actelion Pharmaceuticals
Alexion Pharmaceuticals
Amgen
Bayer HealthCare
Boehringer Ingelheim
Daiichi-Sankyo/Lilly

Edwards Lifesciences
GlaxoSmithKline
Johnson & Johnson
Medtronic
Menarini A Pharma UK
Mitsubishi Tanabe Pharma
MSD

Novartis
Pfizer
Roche
Sanofi
Servier Laboratories
Takeda
WeightWatchers

BJC Learning

Our great free educational resource BJC Learning is fast becoming a popular solution for the continuing professional development requirements of today's healthcare professionals. Offering comprehensive elearning courses on key clinical areas and written by experts, with endorsement by professional bodies, programmes include:

- Angina, endorsed by HEART UK and the British Junior Cardiologists' Association
- Anticoagulation, endorsed by Anticoagulation Europe, Arrhythmia Alliance and the Atrial Fibrillation Association
- Heart failure, endorsed by the British Society for Heart Failure
- Heart valve disease, endorsed by the British Heart Valve Society
- Lipids, endorsed by HEART UK
- Obesity, endorsed by the National Obesity Forum
- Pulmonary hypertension, endorsed by PHA Europe

Individual modules on more niche topics can also be supported.

This has all been made possible with the support of pharma, who have provided educational grants for these independent programmes ensuring delivery of best practice.

Comments from past users include

“Well written, clear and useful information”

“Will recommend as a training module for the Trust”

“Very relevant to current practice”

“It has given me great confidence”

“Informative and concise”

“Relevant, instructive, succinct and practice-based”

“Comprehensive and up-to-date information”

“Great for CPD and revalidation”

“Thank you for this great free resource”

“A good overview with relevant links to other literature”

BJC Learning offers:

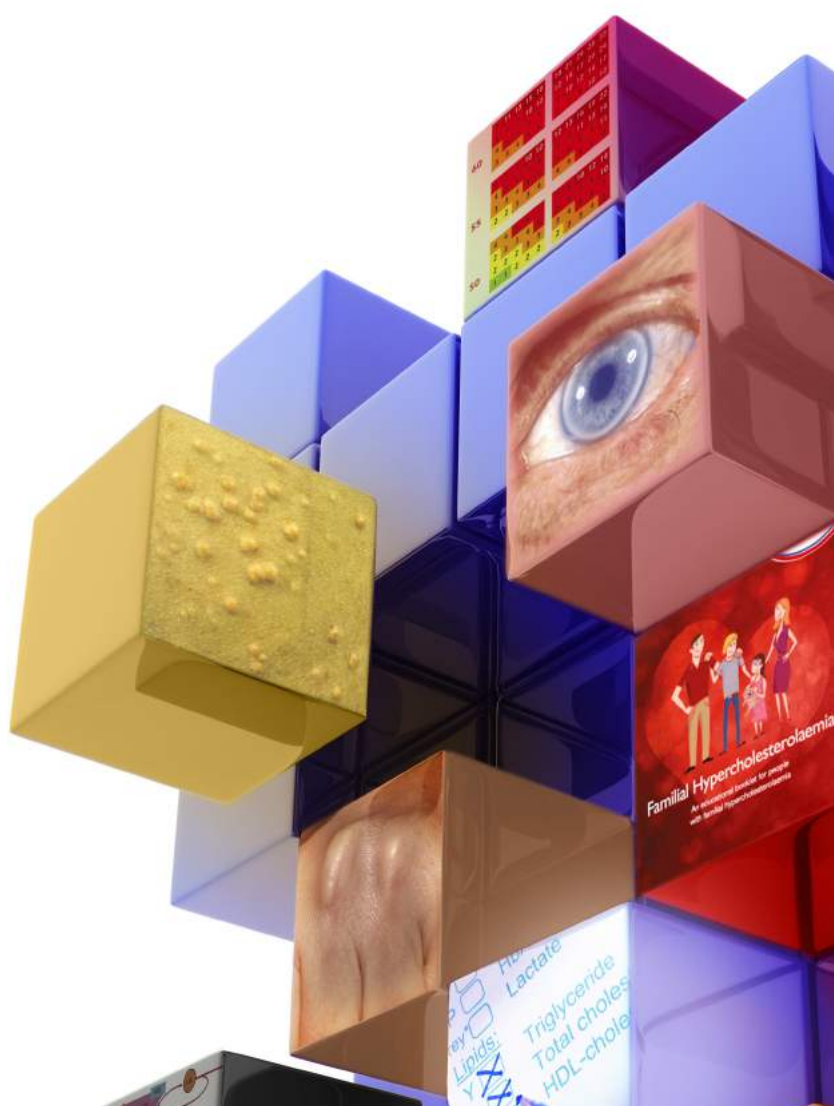
- Partners the opportunity to support educational initiatives
- Best practice guidance from expert writers
- Endorsement by professional bodies
- CPD points for users where and when they want
- Certificates for revalidation

For further details about sponsorship of BJC Learning, contact:

Henry Purcell
hpurcell@bjcardio.co.uk

Katharine White
kwhite@bjcardio.co.uk

T: +44 (0)20 7731 4945



www.bjcardio.co.uk/learning

Digital Opportunities

BJC online, www.bjcardio.co.uk, which incorporates BJC Learning, www.bjcardio.co.uk/learning, is a fully interactive and mobile friendly resource for our large community of over 21,000 registered profiled professional users and almost 260,000 unique visitors per year. Our sister websites, BJC Arrhythmia Watch, www.arwatch.co.uk and the Cardiorenal Forum, www.cardiorenalforum.com, attract more specialist visitors to their sites.

Sponsorship options of these independent peer-reviewed digital resources include:

- Leaderboard and skyscraper banner advertising on the websites
- Skyscraper banner advertising on BJC online first newsletters alerting to publication of new content
- Sponsorship of our bespoke 'Focus' newsletters in particular therapeutic areas
- Solus emails
- Custom delivered podcasts
- Custom educational CME/CPD modules and supplements

Features include:

- Regular issue content that can be searched, browsed and read online
- Breaking international cardiovascular news
- Digital supplements and linked cardiovascular resources

Benefits to our online registered users:

- Newsletter alert to new content
- Print and download all content
- Historical archive
- Topical 'Focus' newsletters
- Modular programmes for CPD activity
- Access to podcasts reviewing major meetings

Banner advertising on www.bjcardio.co.uk

Leaderboard

2015 stats
 Impressions – 15,113
 Clicks – 42
 CTR – 0.28%



Skyscraper

2015 stats
 Impressions – 168,262
 Clicks – 397
 CTR – 0.24%

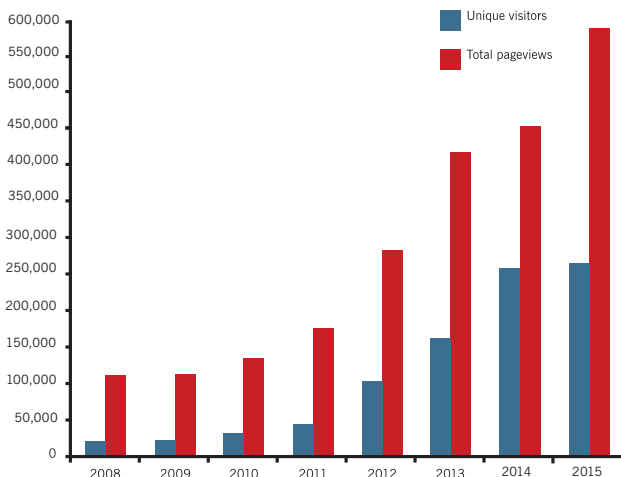


Banner advertising on BJC online first newsletters

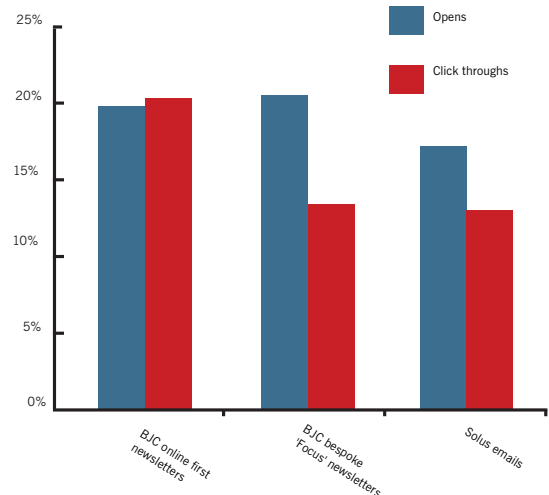


We have a rapidly growing online community and our digital opportunities are an effective way of delivering your campaigns.

Unique visitors and page views



Opening/click thru' rates in 2015



BJC Digital Advertising & Newsletter Rates

| Online advertising (£ per number of days/rotating tenancy) | | | | | | Dimensions |
|--|-------------------------|--|--------------|---------|------------------|----------------|
| Website | Tenancy period/location | 30 day | 60 day | 180 day | | |
| Leaderboard | Home page only (shared) | £350 | £650 | £1,850 | | 728x90 pixels |
| Leaderboard | Exclusive sponsor | 14 days only – add £200 to regular space rate | | | | 728x90 pixels |
| Skyscraper 1 | Run-of site (shared) | £450 | £850 | £2,350 | | 160x600 pixels |
| Skyscraper 2 | Run-of site (shared) | £300 | £550 | £1,550 | | 160x300 pixels |
| Digital newsletters | | | | | | |
| Skyscraper in BJC online first newsletter | | | £950 each | | 160 x 600 pixels | |
| BJC bespoke sponsored 'Focus on...' newsletter | | | £2500–£6,000 | | | |
| Custom digital sponsorship – please ask for a quote | | | | | | |
| Podcast / webinar | | Have a digital idea not listed? Contact Richard Bazneh (ads@bjccardio.co.uk) for a confidential discussion around your needs | | | | |
| BJC e-issue / tablet version | | | | | | |
| BJC e-learning CPD module sponsorship | | | | | | |
| Solus email | | | | | | |

BJC Digital Technical Specifications



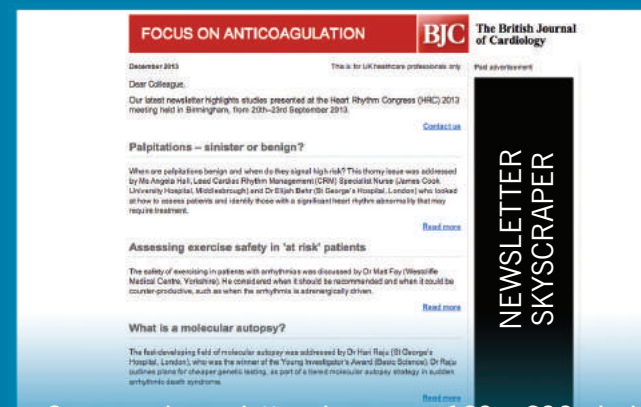
Website leaderboard 728 x 90 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).



Newsletter skyscraper 160 x 600 pixels (JPG or GIF. Animated gifs* are only accepted if the first frame can act as the whole advert). File size below 60k. Please provide with linking urls/documents (one preferred).



Website skyscraper (1) 160 x 600 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).



Sponsored newsletter skyscraper 160 x 600 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).

*WARNING: Microsoft Office Outlook 2007 does not display animated GIF files in the body of e-mail messages. Only the first frame of the animation appears. Recipients using Outlook 2007 will see ONLY THE FIRST FRAME of your animated GIF. It is suggested that you supply a non-animated ad for emails, or make sure all pertinent information is displayed in the first frame.

BJC Print Advertising Rates

The BJC is an excellent platform for advertisers to reach cardiologists, doctors and nurses in both primary and secondary care. Our advertising rates are competitive and provide sales and marketing teams with exceptional value.

Your advertisement has greater exposure through the high editorial to advertisement ratio – increasing the impact of your product. The BJC has attractive series advertising and special positions that can be booked in advance – ensuring the journal reaches your target market to your best advantage.

Standard advertising rates 2015 (excluding VAT)

| | | Insertions | | | Technical specifications (mm) | | |
|---------------------------|--------------------------|------------|--------|--------|-------------------------------|---------|---------------------|
| Advertising (£ per issue) | Best position | 1x | 3x | 4x | Trim | Type | Bleed* |
| Quarter page (vertical) | Run of issue | £900 | £700 | £600 | 140x108 | 128x98 | 146x108 |
| Half page (vertical) | | £1,250 | £1,150 | £1,050 | 280x108 | 257x93 | 286x108 |
| Half page (horizontal) | | £1,250 | £1,150 | £1,050 | 140x216 | 128x186 | 143x219 |
| Whole page | | £1,850 | £1,750 | £1,650 | 280x216 | 257x186 | 286x222 |
| Whole page + 1/2 PI | | £2,250 | £2,150 | £2,000 | 280x216 | 257x186 | 286x222 |
| Whole page: Premium | IFC, Contents, Editorial | £2,250 | £2,150 | £2,000 | 280x216 | 257x186 | 286x222 |
| Whole page: Premium | Outside Back Cover | £2,500 | £2,300 | £2,200 | 280x216 | 257x186 | 286x222 |
| 2-page spread | Run of Issue | £2,500 | £2,300 | £2,200 | 280x432 | 257x372 | 286x222 (Each page) |
| 2-page spread: Premium | IFC, Contents 1-2 | £2,750 | £2,550 | £2,450 | 280x432 | 257x372 | 286x222 (Each page) |
| 2-page: Half pages | Run of Issue | £1,850 | £1,750 | £1,650 | 140x432 | 128x372 | 143x222 (Each page) |
| Agency discount | | 5% | 10% | 10% | | | |

*Artwork notes

Quarter and half page adverts: add on extra 3mm left hand side if bled into spine or right hand if bled on fore-edge.

Whole and double page adverts (supply as separate pages).

Inserts, supplements and reprints

Individual promotional literature can be delivered to our readership by adding inserts into the journal most relevant to your product.

Accepted loose or bound in by arrangement. Specifications on page 14 or please call for additional information.

| | | Insertions | | | Technical specifications (mm) |
|---------------------------|-----------------------------------|---|-----|-----|--|
| Inserts | Circulation profile | 1x | 3x | 4x | |
| 2-4 page bound inserts | Full circulation or split-run | Phone | n/a | n/a | Phone for specifications |
| Loose inserts (up to 30g) | Primary care | £1,775 | n/a | n/a | Finished folded size to be within the limits of the journal 278mm x 208mm |
| Loose inserts (up to 30g) | Secondary care | £2,240 | n/a | n/a | |
| Loose inserts (up to 30g) | Full | £2,950 | n/a | n/a | |
| Supplements | Full or split-run + run-on copies | For a custom quote, please email your project needs to ads@bjcardio.co.uk | | | 4 colour throughout on 150gsm matt silk stock with inclusive 150gsm BJC branded cover or customised design |
| Reprinted articles | 250 – 50,000 copies | | | | |

Delivery

Supplements: 10–16 weeks dependent on peer-review process.

Reprinted articles: 10–14 days from order confirmation subject to location.

For all advertising opportunities, contact ads@bjcardio.co.uk

| | |
|------------------------------------|---|
| Topic coverage | Arrhythmias, heart failure, coronary artery disease, hypertension and stroke, coronary intervention, heart valves and surgery, prevention and rehabilitation, dyslipidaemia, paediatric cardiology / adult congenital heart disease, diabetes and cardiorenal medicine, imaging |
| Editorials | Frank and free-ranging UK and European perspectives |
| Clinical papers | Audit, practice reviews, clinical studies, imaging techniques, rehabilitation and primary care |
| Drug reviews | New and established compounds assessed by key opinion leaders |
| News | Latest clinical trial data, guideline and topical issues |
| Meeting reports | Highlight reports from international congresses and meetings of professional societies |
| Conference Podcasts | From key conferences such as ESC |
| 10 steps before... referral | Management advice for the primary care team on Lipids, PAH, Angina, Diabetes, Obesity |
| Case reports | Interesting observations from the wards/GP surgeries |
| Medical images | Clinicians capture unusual clinical features |
| Trial reports | Latest updates from global congresses |
| The Oblique View | A humorous view on life in the cath lab and beyond |
| Letters and Diary | Contemporary commentary from your community |
| Diary | Forthcoming essential calendar of activities |

Contact

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Terms & payments:

Net 30 days subject to credit references.
Cancellation is accepted up to six weeks prior to publication.

Artwork requirements

- 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 can be supplied via email, on a CD or sent via email to ads@bjcardio.co.uk

Copy date

Three weeks prior to publication date
Agency commission: 10%

Editorial calendar

Print publication dates: Issue 1 (January-March), Issue 2 (April-June), Issue 3 (July-September), Issue 4 (October-December).

BJC online first newsletter publication dates:
February, March, April, June, July, September, October, November.

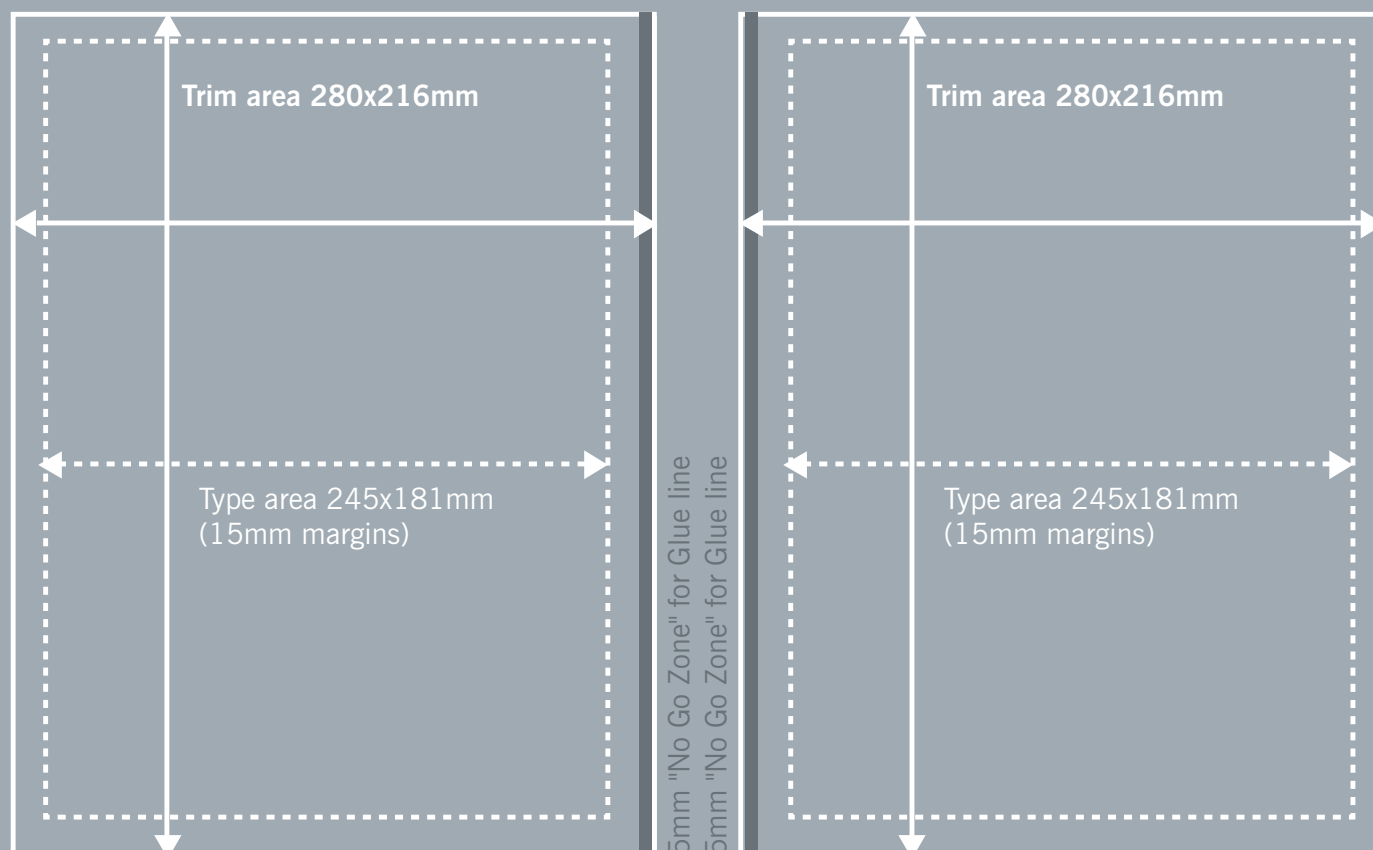
Key publication dates in 2016

| | |
|--------------|-------------------------------|
| February 2nd | Online first newsletter |
| March 2nd | Online first newsletter |
| March 5th | BJC issue 1 (Jan–March) 2016 |
| April 19th | Online first newsletter |
| June 7th | Online first newsletter |
| June 11th | BJC issue 2 (April–June) 2016 |
| July 12th | Online first newsletter |
| Sep 6th | Online first newsletter |
| Sep 10th | BJC issue 3 (July–Sep) 2016 |
| Oct 18th | Online first newsletter |
| Nov 29th | Online first newsletter |
| Dec 3rd | BJC issue 4 (Oct–Dec) 2016 |

For all advertising opportunities, contact ads@bjcardio.co.uk

BJC Print Technical Specifications: The Journal

Inside Front/Back Cover Double page spread (Full page x 2)



Bleed each page 286x222mm (includes 3mm bleed all sides)

It is preferable to have double page spreads supplied as 2 x single pages

Begin artwork 5mm either side of gutter to allow for covers glue line

For full images crossing the spine split the graphic and move out 5mm from the gutter

Artwork Requirements

- 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 can be supplied via email, on a CD or sent via email to ads@bjcardio.co.uk

Final copy date

Three weeks prior to publication date.

Cancellation notice

Cancellation is accepted up to six weeks prior to publication.

The British Journal of Cardiology (BJC)

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1. All adverts are subject to the Publisher's approval. The Publisher reserves the right to decline to publish or to change the position of an advert at its discretion and without explanation.
2. Should the Publisher change the position, size or prominence of an advert without prior agreement with the advertiser then the advertiser will have the right to cancel the contract. The Publisher does not accept liability for any errors created by third party suppliers, printers or contractors or any inaccurate instructions from the Advertiser.
3. All adverts must comply to the technical requirements of the Publisher. Should any advert not appear or be withdrawn, omitted or be suspended due to the Advertiser, then the cost of the space for the advert will be paid for in full. - even though the advert will not appear.
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7. The Advertiser will ensure that the publication of their advertisement does not breach or infringe, any contract, any trade mark, any copyright or render the publication, or the Publisher liable in any way whatsoever. The Advertiser will ensure that any information relating to the advert to appear in the publication will be accurate and true and that any pictorial reference – photographic or otherwise – will have the full consent of any living person, Company or Organisation with the reproduction rights, in order that the Publisher may reproduce the picture, photograph or copy in the publication.
8. The advertiser will fully compensate the Publisher with regard to any claim, proceedings or demand as a result of the publication of the advert.
9. Advertiser payment invoices are subject to payment within 30 days. The Publisher will be entitled to charge interest on late payments at 3% above the current base rate of interest. All remittance must be made payable to MediNews (Cardiology) Ltd.
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