

BJC

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The British Journal of Cardiology

The peer-reviewed journal linking
primary and secondary care

Media Pack



The British Journal of Cardiology

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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 bi-monthly 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 circulation of 15,000 professional readers and over 25,000 unique online users 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
- 10 steps before referral - management advice for the primary care team
- Case reports
- Medical images
- News – clinical trial data, guidelines and topical issues
- Global congress clinical trial reports
- Meeting reports from our associate organisations
- 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 Hypertension
Society Information Service



British Junior
Cardiologists' Association



British Heart Valve Society



Cardiorenal Forum



Hyperlipidaemia Education
and Thrombosis Research Trust



National GPSI Forum



National Obesity Forum



Scottish Heart and Arterial
Risk Prevention Group

The Journal

We continue to publish 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

We recently upgraded the *British Journal of Cardiology* website to become a more interactive resource for our growing community of active online users. With continuing industry partnership and support of both print and online resources, we look forward to extending our efforts to meet the educational demands of our CV colleagues.

May we wish you continued success in your own commercial endeavours throughout 2012.

Henry Purcell
Terry McCormack
Kim Fox
Kate White

Hospital Readership Survey Data

The most recent Hospital Readership Survey (HRS) underlines the success of the BJC. We scored a high 51% average readership per issue figures amongst senior doctors in cardiology in the 2011 survey. 40% of all consultants read every issue of the BJC and 86% have read it in the past 12 months.

Gaining international ground

As well as the well established UK edition of the BJC, the journal is also developing distribution in other countries – to date, India and the Middle East. Our highly respected reprints are circulated worldwide with increasing demand from international pharma to distribute key articles and reviews to both emerging and more developed markets.



Print & Online Readership

The print circulation includes:

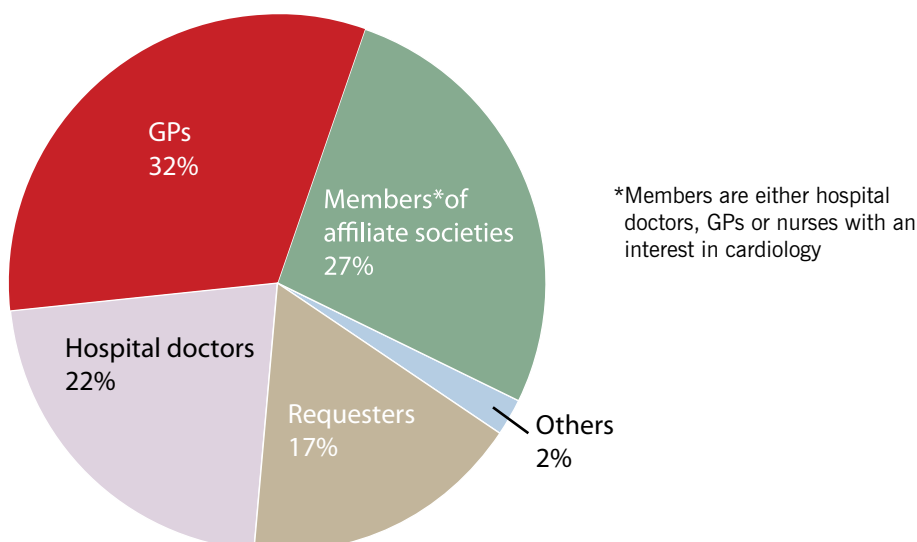
- Hospital cardiologists (all grades) and allied disciplines, e.g. cardiothoracic and vascular surgeons, consultants in diabetology, renal medicine and care of the elderly, and nurse consultants
- General practitioners including GPs with a special interest in cardiovascular medicine, all CHD clinics, CHD leads, diabetes leads, renal leads, high prescribers, and selected nurses working in primary care CHD clinics

Many more readers access the journal online

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

- **National GPSI Forum:** set up under the auspices of the PCCS to provide specific clinical education and continuing professional development to the specialist GP. The Forum enables GPSIs in cardiology to share information.
- **H·E·A·R·T 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.
- **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



BJC Reprints

Reprints of peer-reviewed articles under the auspices of the BJC provide a highly effective opportunity for dissemination of key messages. Reprint enquiries should be directed to:

Nik Screen

E: nscreen@bjcardio.co.uk

T: +44 (0)7710 442911

Messages: +44 (0)20 3255 3154



Supplements & 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 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.

The BJC supplements are sent out bi-monthly with the journal and additional copies can be made available for sponsored distribution by sales forces or for exhibition booth display. For further details about supplement sponsorship contact:

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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. As well as pre-event promotion within the journal, we offer a rapid and skilled highlight report and supplement publication service, amongst other publication opportunities, after the meeting.

We are currently planning series of meetings on topics such as:

- Hypertension control and stroke prevention
- Modern approaches to angina management
- Enhanced service delivery and QoF Plus
- Cardiorenal medicine for primary care

The BJC has an excellent reputation with leading pharmaceutical companies for the publication of high-quality review supplements and meeting reports on therapeutic areas. Recent clients include:



Website Developments

BJC online, www.bjcardio.co.uk, is a fully interactive resource for a rapidly expanding community of over 5,000 registered profiled professional users and other regular visitors. There were 175,000 page views in 2011. Its sister website Arrhythmia Watch, www.arwatch.co.uk, provides an educational resource for cardiac rhythm management.

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

- Leaderboard and skyscraper banner advertising
- Newsletter sponsorship or skyscraper banner sponsorship
- Custom-delivered podcasts
- Custom educational CME/CPD modules

For online advertising opportunities, contact nscreen@bjcardio.co.uk

Features include:

- Regular issue content that can be searched, browsed and read online
- Breaking international cardiovascular news
- Polls: to contribute, comment and debate
- Digital supplements and linked cardiovascular resources

Registrant benefits to include:

- e-table of contents
- Print and download all content
- Historical archive
- Topical e-newsletters
- Verifiable CPD activity*
- CV jobs board*

* planned development



Digital web media

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 sponsorship (email newsletter)						
BJC issue e-alert skyscraper		£950 each	160 x 600 pixels			
BJC e-update skyscraper (topic specific)		£1500 each	160 x 600 pixels			
BJC e-update skyscraper (sponsored topic)		£2500 each	160 x 600 pixels			
Custom digital sponsorship – please ask for a quote						
Podcast / webinar		Have a digital idea not listed? Contact Nik Screen (nscreen@bjcardio.co.uk) for a confidential discussion around your needs				
BJC e-issue / tablet version						
BJC e-learning CPD module sponsorship						

WEBSITE LEADERBOARD

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Supplement
Lipids and CVD: improving practice and clinical outcomes

Supplement
The management of stable angina – a perspective on recent guidance

Supplement
HANSRONGCHITRA
10 steps before you refer for atrial fibrillation

ANGINA
Understanding options for

News:
Position statement on anti-arrhythmic drugs May 25, 2012

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

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Current prescribing of statins and persistence to statins following ACS in the UK: a MINAP/GPRD study

March 2012 Br J Cardiol 2012;19:24 doi: 10.5837/bjc.2012.003

Authors: Rachael Boggan, Susan Eaton, Adam Timmins, Harry Hemmingsway, Zahava Gabriel, Iqbal Minhas, Tjeerd P van Staa

Key words:
acute coronary syndrome
GPRD
MINAP
statins

Supplement
The management of stable angina – a perspective on recent guidance

COMING SOON
Learning

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).

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Statin prescribing in acute coronary syndrome

Rachael Boggan, Susan Eaton, Adam Timmins, Harry Hemmingsway, Zahava Gabriel, Iqbal Minhas, Tjeerd P van Staa

EMAIL NEWSLETTER SKYSCRAPER

E-alerts and e-updates 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).

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Key words:
acute coronary syndrome
GPRD
MINAP
statins

Supplement
The management of stable angina – a perspective on recent guidance

COMING SOON
Learning

Website skyscraper (2) 160 x 300 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 ad for emails, or make sure all pertinent information is displayed in the first frame.

BJC Print Advertising Rates: The Journal

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 2012 (excluding VAT)

		Insertions			Technical specifications (mm)		
Advertising (£ per issue)	Best position	1x	3x	6x	Trim	Type	Bleed
Quarter page (v)	Run of issue	£900	£700	£600	140x108	128x98	143x108
Half page (v)		£1,250	£1,150	£1,050	280x216	257x93	286x108
Half page (h)		£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	286x444
2-page spread: Premium	IFC, Contents 1-2	£2,750	£2,550	£2,450	280x432	257x372	286x444
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: Gutter bleed 3mm all sides. 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	6x	
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 nscreen@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 nscreen@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
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
Meeting reports	Summaries of leading association and society events
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
Conference Podcasts	From key conferences such as ESC

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Terms & payments:

Net 30 days subject to credit references
Publication date: Jan/Feb; Mar/Apr; May/June;
July/Aug; Sept/Oct; Nov/Dec.

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

Please contact Nik Screen.

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The British Journal of Cardiology (BJC)

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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.
4. All adverts must comply with the provisions and regulations made in the Medicines Act 1968 (as amended), or any Acts of the UK Parliament and the European Union and EEC regulations and laws that are applicable in the United Kingdom.
5. It is a material term of this contract that all adverts must comply with the British Code of Advertising Practice or, where appropriate, the ABPI Code of Practice and any other relevant codes of the Advertising Standards Authority.
6. The Publisher reserves the right to increase the advertising rates at any time or to amend the terms and conditions as necessary without warning and prior consent. In such an event the Advertiser will have the right to cancel the remainder of their contract without further charge.
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.
10. Neither party will be liable to other for any act of terrorism, strike, flood or other act of God that may result in the delay or cancellation of the publication and termination of the agreed contract between the two parties.