

BJC

www.bjcardio.co.uk

The British Journal of Cardiology

The peer-reviewed journal linking
primary and secondary care

Advertising specifications and rate card 2017

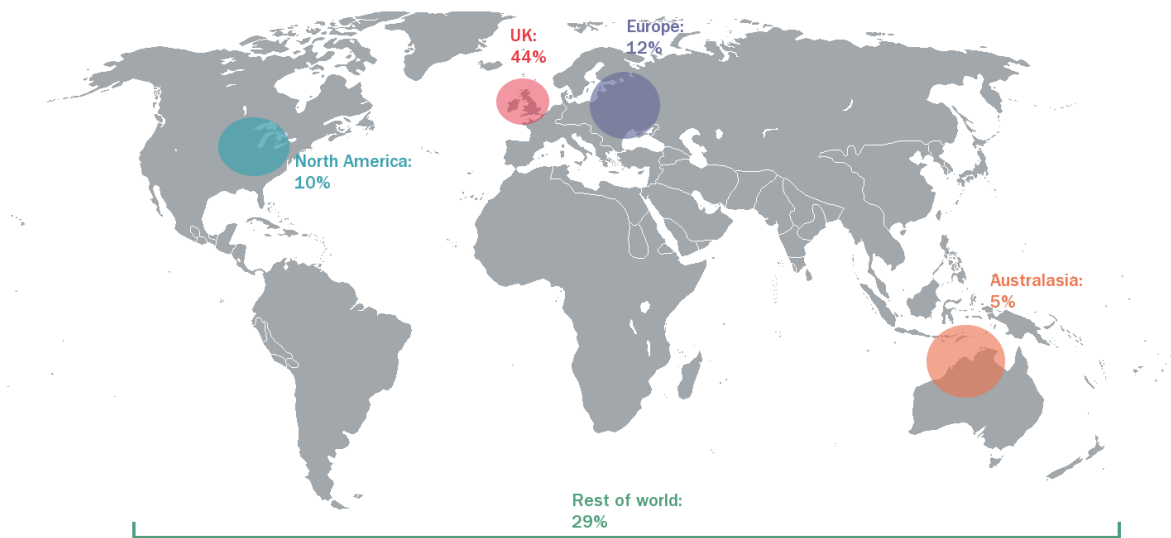
Digital and print



British Journal of Cardiology www.bjcardio.co.uk

The BJC uniquely links primary and secondary care doctors. Leading opinion for over 23 years, the BJC publishes quality content in cardiometabolic medicine to a UK audience in print and all over the world digitally. We publish news, views, meeting reports and peer-reviewed clinical articles, with extra content online including online first publication, podcasts, our CPD educational resource BJC Learning, and a fully searchable archive.

Target your messages to the UK or all over the world.



Source:
BJC user data 2016

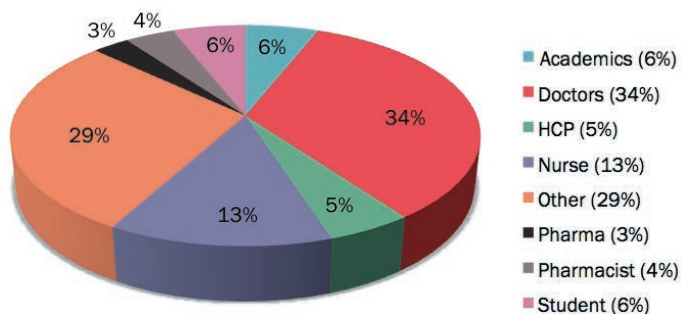
Our readers are loyal: 16% of visits to our site are return visitors and 21,750 are registered users.

Contact Richard Bazneh | E : ads@bjcardio.co.uk | M: 07792 339843 | T: 020 7731 4945

Online audience

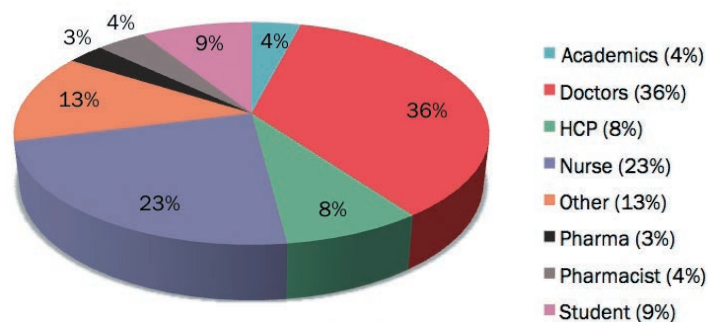
- Hospital cardiologists (all grades) and general practitioners including GPs with a special interest in cardiovascular medicine; other healthcare professionals including specialist and practice nurses; pharmacists; and academics in relevant disciplines

BJC online registrants database by occupation – global*



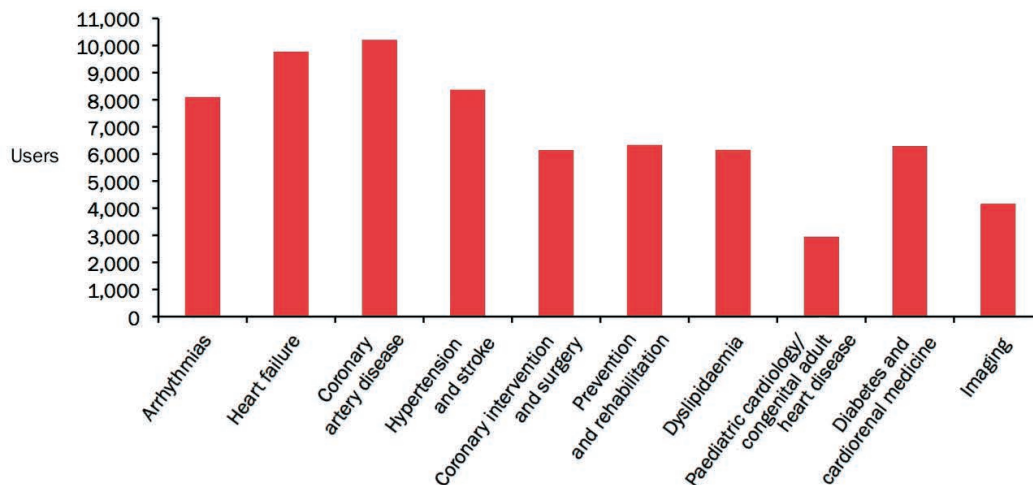
* 21,750 registrants (June 2016) with two-thirds opted in to newsletter services

BJC online registrants database by occupation – UK cohort*



* 9,600 registrants (June 2016) with two-thirds opted in to newsletter services

BJC online registered users by special interest cited



The BJC is proud to be the official journal of many professional societies:

- British Association for Cardiovascular Prevention and Rehabilitation
- British Association for Nursing in Cardiac Care
- British Heart Valve Society
- British Hypertension Society Information Service
- British Junior Cardiologists' Association
- Cardiorenal Forum
- CardioVascular General Practitioners
- HEART UK - The Cholesterol Charity
- Scottish Heart and Arterial Risk Prevention
- National Obesity Forum
- UK Stroke Forum

Our mobile friendly website is visited by one third of visitors by phone.



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Digital advertising

DIGITAL STATS (monthly average)

Page views	Online users	Registered users	Total impressions available	Impressions per position
56,000	33,223	21,750	193,000	62,500

Advertising options on www.bjcardio.co.uk include:

Website	Dimensions	CPM*	Geotargeted at UK CPM
Leaderboard	728x90 pixels	£45	£50
Skyscraper 1	160x600 pixels	£40	£45
Skyscraper 2	160x300 pixels	£35	£40

*CPM = cost per thousand impressions. Minimum order 10,000 impressions.
Agency discount 10%

Leaderboard

LEADERBOARD

The British Journal of Cardiology

Increasing implant rates: cost and work implications

Skyscraper 1

The British Journal of Cardiology

Latest NICE guidelines on CRT and ICD devices in heart failure may significantly increase implant rates

SKYSCRAPER 1

Skyscraper 2

The British Journal of Cardiology

The short and long-term impact of psychotherapy in patients with chronic, refractory angina

SKYSCRAPER 2

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

Digital newsletter advertising options include:

Type of newsletter	Dimensions	Price	Geotargeted at UK
Skyscraper on BJC online first newsletters	160x600 pixels	£1,300	£1,500
Sponsored bespoke newsletters	—	POA	POA
Solus emails	—	POA	POA

BJC online first newsletter

BJC Newsletter – December 2015

BJC The British Journal of Cardiology

Online first Current issue Archive Supplements Learning Podcasts

Hello
We are very pleased to alert you to new content that has gone online... on our updated and redesigned website. Take a look at the host of extra features it now offers, including better search tools, easier browsing, and being mobile friendly.

[Visit site now](#)

Make sure your friends and colleagues don't miss out by encouraging them to register for our regular newsletters and online benefits too.

[Forward this email](#)

DEVICE THERAPY
Increasing implant rates: cost and work implications
Thabo Mahendran, Oliver E Gossling, Judith Newton, Dawn Gillett, Dan Mukundan

EMAIL NEWSLETTER SKYSCRAPER

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).

Sponsored bespoke newsletter

FOCUS ON LIPIDS **BJC** The British Journal of Cardiology

June 2015 This is for UK healthcare professionals only Advertisement

Dear Colleagues,
Of all the inherited high cholesterol conditions, familial hypercholesterolaemia (FH) is the most common and also the most important.

FAMILIAL HYPERCHOLESTEROLAEMIA – THE CHALLENGE TO FIND AND TREAT **BJC** PODCAST

The BJC has produced three short educational podcasts so you can learn more about the condition. We hope these will help improve treatment and care for these patients and their families. The podcasts have been endorsed by HEART UK – The Cholesterol Charity, and sponsored by Sanofi.

[View podcast](#)

If you have friends and colleagues who might be interested, tell them about our online benefits too.

[Forward this email](#)

What it means for general practice

FH is present from birth and while estimates vary, it is thought that 120,000 UK patients may be affected. Only 20,000 or so cases have been identified, a scenario that has been described as a 'significant English scourge'.

These estimates are based on heterogeneous FH prevalence rates of one in 500 of the population, but recent data suggest that rates may be considerably higher, perhaps as high as one in 200. For primary care, this means the average group practice of 10,000 patients, will have around 20 cases of FH. This sounds low but London GPs Dr Martin Goughley points out that FH is an important cause of premature coronary death, and some individuals may develop heart disease at the third cardiovascular decade or thereabouts.

SPONSORED INFORMATION
The development of this newsletter has been supported by a grant from Sanofi. Sanofi has reviewed the content for consistency purposes only and has no editorial input into the content, which was reviewed by the BJC.

NEWSLETTER SKYSCRAPER

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 meeting reports. A side panel in the newsletter enables sponsors to carry links to their own resources.

Solus email

Developed under the direction and sponsorship of Boehringer Ingelheim.

Now Available: Praxbind®, a Specific Reversal Agent for Pradaxa® [Learn more](#)

Praxbind® (idarucizumab), a reversal agent specifically designed for Pradaxa® (dabigatran etexilate), has been approved for use in adult patients when rapid reversal of the anticoagulant effect is required for emergency surgery/urgent procedures and in life-threatening or uncontrolled bleeding.

In an Emergency, Reversal Is Immediate¹

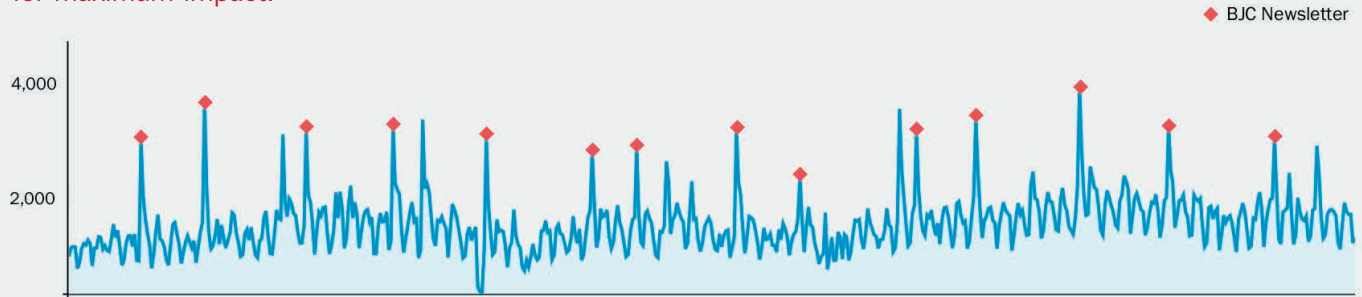
Praxbind® specifically binds to dabigatran molecules only, neutralising their anticoagulant effect without interfering with the coagulation cascade.²

Solus email – content entirely generated by client. Please provide .html file with all pictures and links included. BJC approval of content required before distribution.

BJC newsletters are sent to all opted-in registrants on our online database (14,500).

Our newsletters are opened by one in five recipients, with similar click-through rates.

Traffic to our website spikes after newsletter distribution, so consider newsletter and digital advertising online for maximum impact.



Calendar of publication dates

BJC online first newsletters

2017 (provisional)

February 1st	July 18th
March 7th	August 29th
April 25th	October 10th
June 6th	November 28th

Bespoke newsletters and solus emails can be distributed on any date agreed between client and BJC.

Copy deadline

A minimum of one week before distribution

Cancellation

Cancellation of digital advertising is accepted up to four weeks before newsletter publication date.

Contact Richard Bazneh | E : ads@bjcardio.co.uk | M: 07792 339843 | T: 020 7731 4945

Print advertising

Our prestigious print journal has a circulation of 1,500 in the UK and is targeted equally to key doctors in primary and secondary care.

Adverts		Technical specifications (mm)		
Size and position	Price	Trim	Type	Bleed*
Quarter page (vertical)	£600	140x108	128x98	146x108
Half page (vertical)	£1,000	280x108	257x93	286x108
Half page (horizontal)	£1,000	140x216	128x186	143x219
Whole page (run of issue)	£1,500	280x216	257x186	286x222
Whole page (IFC, contents, editorial)	£2,000	280x216	257x186	286x222
Whole page (OBC)	£2,250	280x216	257x186	286x222
Whole page + 1/2 PI	£2,000	280x216	257x186	286x222
Double-page spread (run of issue)	£2,500	280x432	257x372	286x222 (Each page)
Double-page spread (IFC, contents)	£2,750	280x432	257x372	286x222 (Each page)

Full technical specifications are given on pages 10–14

Agency discount 10%

Inserts	
Bound inserts	From £1,750 per 1,000 copies
Loose inserts (up to 30 g)	£1,000 per 1,000 copies
Finished folded size to be within the limits of the journal: 278 x 208 mm	

Calendar of publication dates (2017 dates are provisional)

March 11th BJC issue 1 (January–March 2017)

June 10th BJC issue 2 (April–June 2017)

September 2nd BJC issue 3 (July–September 2017)

December 2nd BJC issue 4 (October–December 2017)

Artwork requirements

Final artwork must be submitted three weeks before publication to: ads@bjcardio.co.uk

- We require the advert to be saved as a .pdf
- Ensure all pictures/logos are high resolution and CYMK format
- All fonts must be embedded
- See technical specifications (pages 11–15) for dimensions

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

Copy deadline

Three weeks prior to publication date.

Cancellation notice

Cancellation of print advertising is accepted up to six weeks before publication.

Terms & payments

Net 30 days subject to credit references. See pages 16–17 for full terms and conditions.

Attractive bundle packages can be organised for your campaign

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Special projects

The BJC has a wealth of experience and expertise in delivering bespoke projects in partnership with industry and professional bodies. These are covered in more detail in a separate brochure and include:

Supplements and highlight reports

A unique opportunity for sponsors to reach key opinion leaders and prescribers with the latest research, guidance, and best practice in a particular area.

Learning programmes for CPD

Comprehensive e-learning courses on key clinical areas, written by experts and supported by educational grants from pharma.

Podcasts

Showcasing best practice, new trial data and news from international meetings.

Meetings

Organisation and management of high calibre and highly successful educational meetings.

Reprints

Copies of our peer-reviewed work can be made available for sponsored distribution by sales forces and at exhibitions.



For special projects, contact Henry Purcell | E: hpurcell@bjcardio.co.uk | T: 020 7731 4945

BJC Print Technical Specifications: The Journal

Double page spread (Full page x 2)

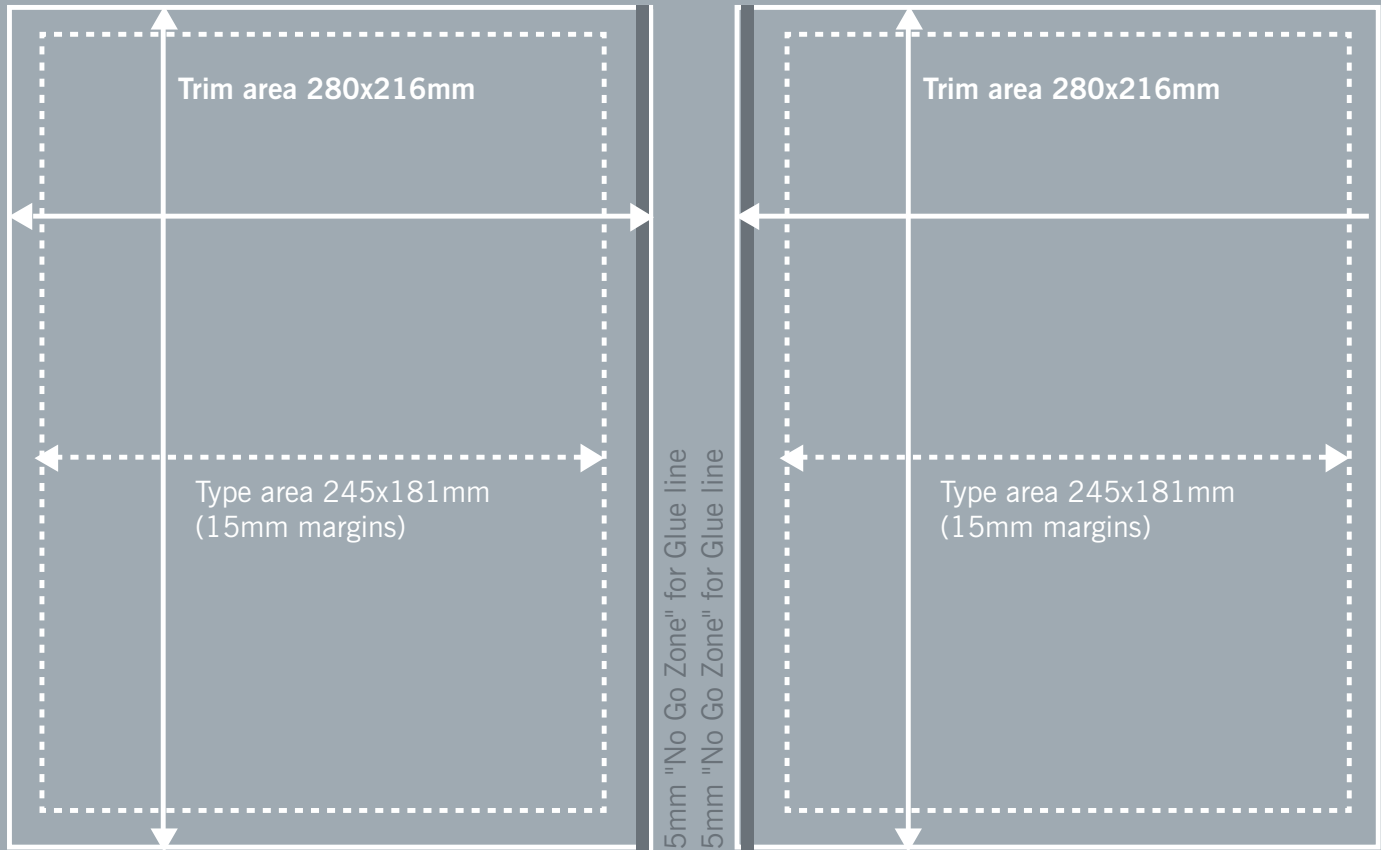


Bleed each page 286x222mm (includes 3mm bleed all sides)

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

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)

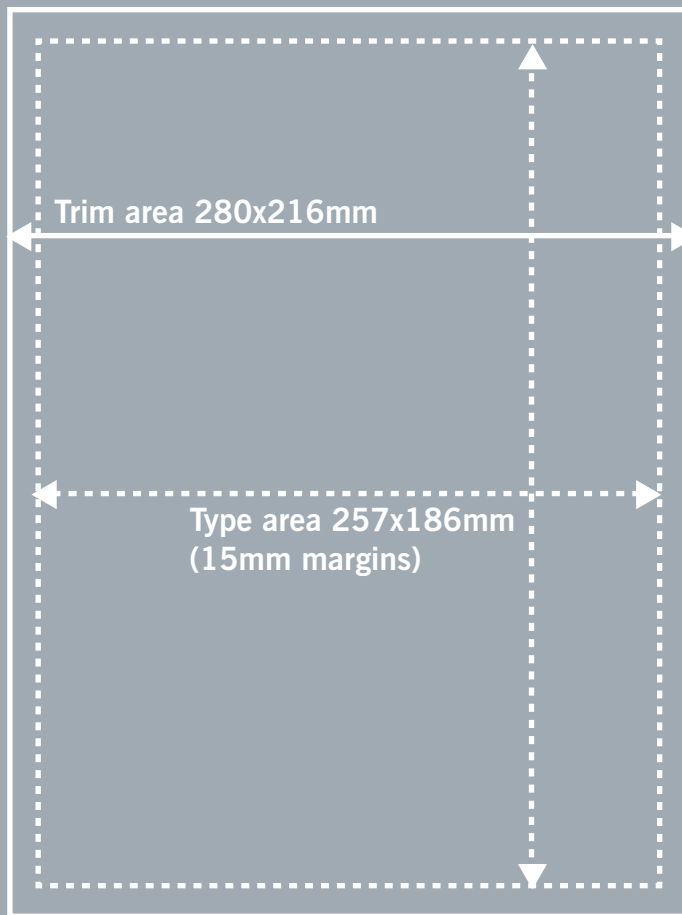
It is preferable to have double page spreads supplied as 2 x single pages

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

BJC Print Technical Specifications: The Journal

Full page



Bleed 286x222mm (includes 3mm bleed all sides)
IFC position please contact production office

The British Journal of Cardiology (BJC) Terms & Conditions

The following are the terms and conditions of the agreement between the 'Publisher', MediNews (Cardiology) Ltd and the 'Advertiser' – the party who has booked the space within the journal or any supplements, reprints or associated print material.

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.
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

