The British Journal of Cardiology
The peer-reviewed journal linking primary and secondary care

Advertising specifications and rate card 2019
Digital and print
Version: December 2018
The BJC uniquely links primary and secondary care doctors. Leading opinion for over 25 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, on our mobile-responsive website

Our readers are loyal: 19% of visits to our site are return visitors and 26,300 are registered users
Our 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. Many of our visitors have registered their details with us and we have an online registrants database numbering over 26,300 with more than 12,000 UK registrants

All our online registrants have an interest in cardiology, or are practicing physicians, nurses, pharmacists and healthcare professionals whose interests include angina, anticoagulation, arrhythmias, cardiorenal medicine, congenital heart disease, coronary artery disease, diabetes, heart failure, hypertension, imaging, intervention, lipids, paediatric cardiology, pharmacology, prevention, rehabilitation, stroke, surgery and the elderly

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

– Anticoagulation UK
– British Association for Cardiovascular Prevention and Rehabilitation
– British Association for Nursing in Cardiac Care
– British Heart Valve Society
– British Junior Cardiologists’ Association
– Cardiorenal Forum
– HEART UK - The Cholesterol Charity
– National Obesity Forum
– Primary Care Cardiovascular Society
– Scottish Heart and Arterial Risk Prevention
– UK Stroke Forum

*One in four of our UK doctors are based in primary care*
Digital advertising opportunities and rates

**DIGITAL STATS (monthly average)**

<table>
<thead>
<tr>
<th>Page views</th>
<th>Registered users</th>
<th>Total impressions available globally</th>
<th>Impressions per position globally</th>
</tr>
</thead>
<tbody>
<tr>
<td>41,354</td>
<td>26,300</td>
<td>120,000</td>
<td>40,000</td>
</tr>
</tbody>
</table>

**Advertising options on our website (www.bjcardio.co.uk):**

<table>
<thead>
<tr>
<th>Website</th>
<th>Dimensions</th>
<th>CPM*</th>
<th>Geotargeted at UK CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90 pixels</td>
<td>£55</td>
<td>£60</td>
</tr>
<tr>
<td>Skyscraper 1</td>
<td>160x600 pixels</td>
<td>£45</td>
<td>£50</td>
</tr>
<tr>
<td>Skyscraper 2</td>
<td>160x300 or 160x600 pixels</td>
<td>£40</td>
<td>£45</td>
</tr>
</tbody>
</table>

All website positions are sold on a non-exclusive basis.
Exclusivity can only be guaranteed if files are delivered on time and the slot is paid in advance.
*CPM = cost per thousand impressions. Minimum order 20,000 impressions.
Agency discount 10%.

**Advertising options in digital newsletters to our online registrants database*:**

<table>
<thead>
<tr>
<th>Type of newsletter</th>
<th>Dimensions</th>
<th>Price</th>
<th>Geotargeted at UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper on BJC online first newsletters</td>
<td>160x600 pixels</td>
<td>£1,400</td>
<td>£1,600</td>
</tr>
<tr>
<td>Solus emails</td>
<td>–</td>
<td>POA</td>
<td>POA</td>
</tr>
</tbody>
</table>

*Two-thirds of our online registrants have opted in to receive our newsletters and other mailings.
Website digital advertising positions

Your digital campaigns can be targeted to the UK or all over the world

Your message will receive an average of 40,000 views per month globally, with over half seen by UK users

Leaderboard
Global slot appearing at the top of every page and the home page. Dimensions: 728x90 pixels

Skyscraper 1
Global slot appearing on the top right-hand side
Dimensions: 160x600 pixels

Skyscraper 2
Global slot appearing on the middle right-hand side
Dimensions: 160x600 pixels (or 160x300 pixels if preferred)

Technical details
Files should be Flash, JPG or animated gif only with a file size below 1MB. Please provide with linking urls/documents (one preferred). Correct ad coding is the responsibility of the client.
**Newsletter digital advertising opportunities**

**BJC online first newsletters:** regular alerts to registered users of new online content and CPD opportunities. Well received with an average open rate of 20% and a 31% click-through rate

We have one skyscraper position available per newsletter. This will be sent to 14,000 of our 26,000 online registrants who have opted-in to receive newsletters and other mailings from ourselves and affiliates.

**Calendar of publication dates 2019**

- **January 22nd**  
- **March 5th**  
- **April 16th**  
- **June 4th**  
- **February**  
- **May**  
- **September**  
- **December**

**Copy deadline and cancellation**

Digital ad files must be supplied a minimum of one week before publication dates. Cancellation is accepted up to four weeks before publication date.

Traffic to our website spikes after newsletter distribution, so consider newsletter and digital advertising online for maximum impact.
Solus emails: deliver your content to our database. Your campaign messages are sent on a date of your choice to those practitioners you most want to reach

Technical details

Please provide .html file with all pictures and links included. BJC will add an unsubscribe button (a requirement of our mailing system), a BJC footer with our contact details and a link to “view email as web page” (for subscribers whose mail browsers block images). BJC approval of content required before distribution

Copy deadlines and cancellation

Solus email files should be supplied a minimum of one week before the mailing date. Cancellation of solus emails is accepted up to four weeks before publication date

Bespoke newsletter services

BJC also offer a bespoke sponsored newsletter service. Independently written and sourced by the BJC, these newsletters carry links to the latest news and articles in a particular therapeutic area. Newsletters can also link to bespoke meeting reports, which can include coverage on satellite symposia. Please contact hpurcell@bjcardio.co.uk for more details
# Print advertising opportunities in BJC

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

<table>
<thead>
<tr>
<th>Adverts</th>
<th>Technical specifications (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size and position</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>Quarter page (vertical)</td>
<td>£650</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>£1,100</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>£1,100</td>
</tr>
<tr>
<td>Whole page (run of issue)</td>
<td>£1,600</td>
</tr>
<tr>
<td>Whole page (IFC, contents,) editorial)</td>
<td>£2,150</td>
</tr>
<tr>
<td>Whole page (OBC)</td>
<td>£2,400</td>
</tr>
<tr>
<td>Whole page + 1/2 PI</td>
<td>£2,200</td>
</tr>
<tr>
<td>Double-page spread (run of issue)</td>
<td>£2,700</td>
</tr>
<tr>
<td>Double-page spread (IFC, contents)</td>
<td>£3,000</td>
</tr>
</tbody>
</table>

**Full technical specifications are given on pages 10–14**

Agency discount 10%

## Inserts

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bound inserts</td>
<td>From £1,750 per 1,000 copies</td>
</tr>
<tr>
<td>Loose inserts (up to 30 g)</td>
<td>£1,000 per 1,000 copies</td>
</tr>
<tr>
<td>Finished folded size to be within the limits of the journal: 278 x 208 mm</td>
<td></td>
</tr>
</tbody>
</table>
Calendar of artwork deadlines and print publication dates 2019

<table>
<thead>
<tr>
<th></th>
<th>Publication dates</th>
<th>Absolute final artwork dates</th>
<th>Cancellations accepted by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 1</td>
<td>9th March</td>
<td>21st February</td>
<td>8th February</td>
</tr>
<tr>
<td>Issue 2</td>
<td>8th June</td>
<td>23rd May</td>
<td>10th May</td>
</tr>
<tr>
<td>Issue 3</td>
<td>7th September</td>
<td>22nd August</td>
<td>9th August</td>
</tr>
<tr>
<td>Issue 4</td>
<td>7th December</td>
<td>21st November</td>
<td>8th November</td>
</tr>
</tbody>
</table>

Attractive bundle packages can be organised for your campaign

Artwork requirements

Final artwork must be submitted to ads@bjcardio.co.uk three weeks before publication, and at the very latest by the dates above

- 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

Cancellation notice

Cancellation of print advertising is accepted up until the dates in the table above. Ads will be charged in full if cancellation is not received by the date specified

Terms & payments for digital and print advertising

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

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

Digital newsletters
Newsletters rounding up new data, guidelines and news in a particular therapeutic area

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 8785 4656
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

Trim area 280x432mm

Type area 257x372mm (15mm margins)

Allow 10mm clearance for spine (to avoid information being lost in the gutter)
Inside Front/Back Cover Double page spread (Full page x 2)

Trim area 280x216mm

Type area 245x181mm (15mm margins)

5mm "No Go Zone" for Glue line

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

Trim area 280x216mm

Type area 257x186mm (15mm margins)

Bleed 286x222mm (includes 3mm bleed all sides)
IFC position please contact production office
BJC Print Technical Specifications: The Journal

**Half Page Vertical**
- Trim Area: 280x108mm
- Type Area: 257x93mm

Bleed: 286x108mm
Add on extra 3mm left hand side if bled into spine or right hand if bled on fore-edge

**Half Page Horizontal**
- Trim Area: 140x216mm
- Type Area: 128x186mm

Bleed: 143x219mm
Add on extra 3mm left hand side if bled into spine

**Quarter Page**
- Trim Area: 140x108mm
- Type Area: 128x98mm

Bleed: 146x108mm
Add on extra 3mm left hand side if bled into spine or right hand if bled on fore-edge
Half Page Horizontal (Double Page)

Trim Area 140x432mm

Type Area 128x372mm

Gutter bleed 3mm all sides.
It is preferable to have double page spreads supplied as 2 x single pages
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 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.