

BJC

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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 in our journal.

With continuing support from professional bodies and pharma, we are able to strengthen our position as a leading UK peer-reviewed cardiometabolic 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:

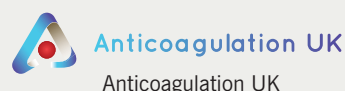
- Editorials with frank and free ranging UK and international perspectives
- High quality peer-reviewed clinical reviews, original clinical research and audits
- Drug and device reviews assessed by key opinion leaders
- Professional best practice discussions
- Referral – management advice for the primary care team
- Case reports and medical images
- News – latest clinical trial data, guidelines and topical issues
- Global and UK congress and meeting reports
- Podcasts
- Modular learning programmes for continuing professional development

By utilising any of our cost-effective special projects, with multi-media platforms, you help to provide our circulation of professional readers in print and online, with additional quality content including:

- Supplement and highlight reports
- Reprints
- Bespoke newsletters
- Podcasts
- Meetings
- Modular learning programmes for continuing professional development



The British Journal
of Cardiology is
the official journal of



Anticoagulation UK



British Association for
Cardiovascular Prevention
and Rehabilitation



British Association for Nursing
in Cardiovascular Care



British Geriatrics Society
Cardiovascular Section



British Heart Valve Society



Tomorrow's Cardiologists
British Junior
Cardiologists' Association



Cardiorenal Forum



HEART UK – The Cholesterol
Charity



National Obesity Forum



Primary Care
Cardiovascular Society



Scottish Heart and Arterial
Risk Prevention Group



UK Stroke Forum

The journal & websites

Leading opinion for over 25 years, our flagship journal and website publish medical, interventional and therapeutic content of interest to healthcare professionals that includes:

- Arrhythmias and anticoagulation
- Cardiorenal medicine and diabetes
- Care of the elderly
- Coronary artery disease and angina
- Coronary intervention and surgery
- Dyslipidaemia
- Imaging
- Heart failure
- Hypertension and stroke
- Paediatric cardiology / adult congenital heart disease
- Pharmacology
- Prevention and rehabilitation

Our quarterly prestigious print journal is complemented by regular updates online at www.bjcardio.co.uk, our well-designed, clear and fully interactive website. Exclusive online content includes all articles published ahead of print with a 16-year archive of articles, supplements, podcasts, regular topical newsletters and BJC Learning – our educational resource for continuing professional development.

We are delighted that our online resources are enabling the BJC to reach healthcare professionals far beyond our traditional print readership. We are now read all over the world. Page views on our site average 41,000 per month and over 27,100 readers have signed up to our online registered users database. 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.

Our sister website caters for more specialist interests. The Cardiorenal Forum (www.cardiorenalforum.com) targets healthcare professionals involved in the management of patients presenting with a primary cardiovascular or renal problem.

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.

Henry Purcell
Terry McCormack

Kim Fox
Kate White

Jack Leiwy



DRUGS FOR DIABETES

Glucagon-like peptide-1 (GLP-1) receptor agonists

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Glucagon-like peptide-1 (GLP-1) receptor agonists are an injectable glucose-lowering therapy used in the treatment of type 2 diabetes mellitus (T2DM). Alongside dipeptidyl peptidase-4 (DPP-4) inhibitors, they exert their effect by augmenting the incretin pathway. GLP-1 receptor agonists offer reductions in glycosylated haemoglobin (HbA_{1c}) and weight alongside a low risk of hypoglycaemia. The cardiovascular safety of GLP-1 receptor agonists in patients at elevated cardiovascular risk has been examined in large double-blind, placebo-controlled cardiovascular safety trials. Liraglutide demonstrated superiority over placebo with reduced major adverse cardiovascular events (MACE) in the treatment group. Exenatide, lixisenatide and semaglutide have shown non-inferiority versus placebo for MACE. These trials demonstrated no association between GLP-1 agonist therapy and hospitalisation for heart failure.

Pharmacology
Glucagon-like peptide-1 (GLP-1) is a peptide hormone released from the intestinal L-cells in response to oral glucose ingestion. Alongside glucose-dependent insulinotropic polypeptide (GIP), it is one of two key incretin hormones, which potentiate glucose-dependent insulin release.¹ Additional favourable effects of GLP-1 include suppression of glucagon secretion, slowing of gastric emptying and increased satiety. GLP-1 receptor agonists replicate the physiological role of endogenous GLP-1. They have changes to the amino acid sequence that make them resistant to breakdown by the enzyme dipeptidyl peptidase-4 (DPP-4) plus some have structural properties allowing them a more prolonged effect. At present, there are five GLP-1 receptor agonists licensed for use in the UK (Table 1).

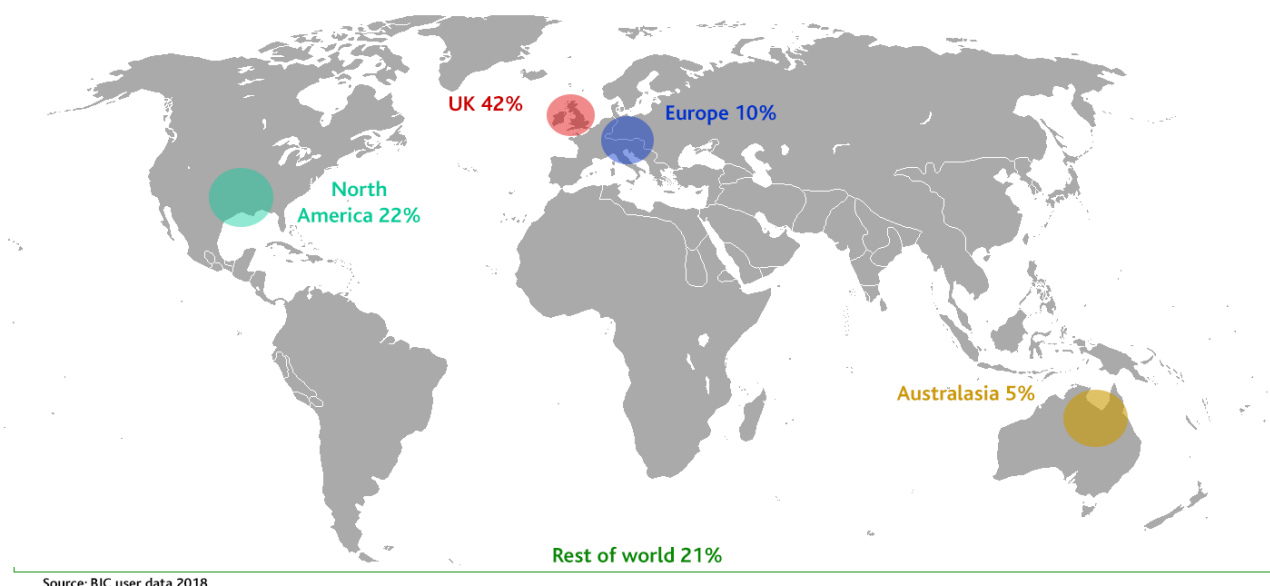
Drug	Administration	Prescribing considerations
Exenatide	Twice daily Once weekly	Standard-release formulation not recommended if GCG <30 ml/min; use with caution if GCG 30–50 ml/min Once weekly formulation not recommended if GCG <50 ml/min
Liraglutide	Once daily	Most effective in reducing HbA _{1c} and weight Not recommended if GCG <30 ml/min Not recommended in severe hepatic impairment
Lixisenatide	Once daily	Not recommended if GCG <30 ml/min No dose adjustment in hepatic dysfunction
Albiglutide	Once weekly	Not recommended if GCG <30 ml/min No dose adjustment in hepatic dysfunction
Dulaglutide	Once weekly	Not recommended if GCG <30 ml/min No dose adjustment in hepatic dysfunction

Key GCG = creatinine clearance, HbA_{1c} = glycosylated haemoglobin

BJC website

Online global & UK audience

Target your messages to the UK or all over the world



Audience (monthly average 2018)			
Digital pageviews	Digital online users	Digital registered users	Print circulation
41,693	19,936	27,100	1,500

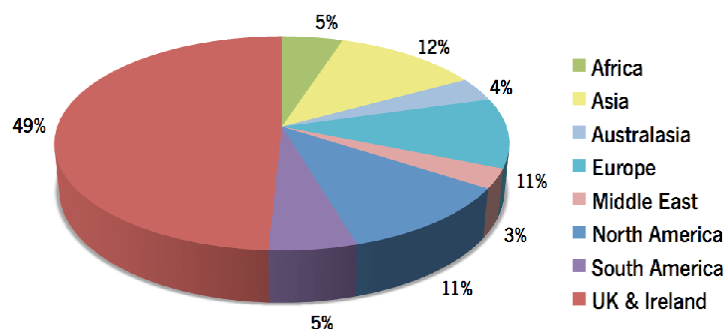
Knowing that the BJC is the official journal of the:

- **Anticoagulation UK:** a group set up to advocate, educate and engage with all stakeholders in the field of anticoagulation.
- **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 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.
- **British Geriatrics Society Cardiovascular Section:** set up to improve quality of care for people with cardiovascular disease and to attract expertise from non-BGS members
- **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 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.
- **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.
- **National Obesity Forum:** a charity established to raise awareness of the growing impact of obesity and overweight on patients and the NHS.
- **Primary Care Cardiovascular Society:** a multidisciplinary organisation to support the education of all members of the primary care team, to deliver high quality cardiovascular care for patients in the community.
- **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.
- **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.

Online & print circulation

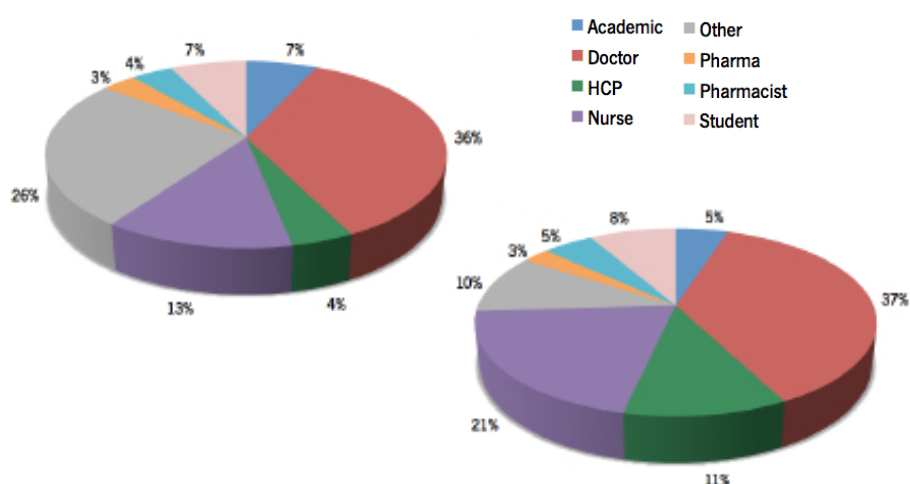
Our online readership of over 41,000 per month is growing both in the UK and overseas. Read by both primary and secondary care health professionals, with wide ranging areas of interest in the cardiovascular field, many users are now registered with us to enjoy the full benefit of our online resources.

Online registered users (27,100) by region

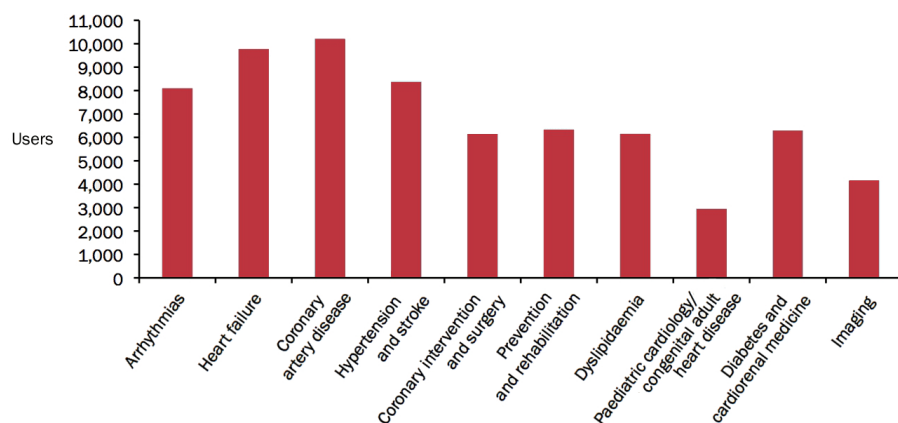


Online registered users by occupation

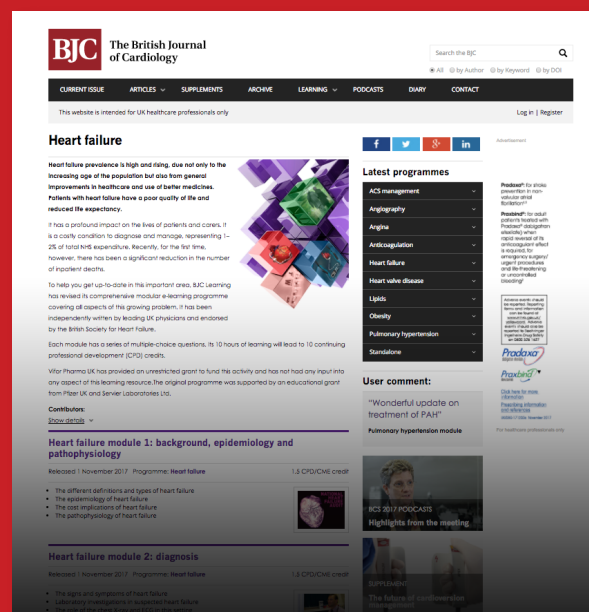
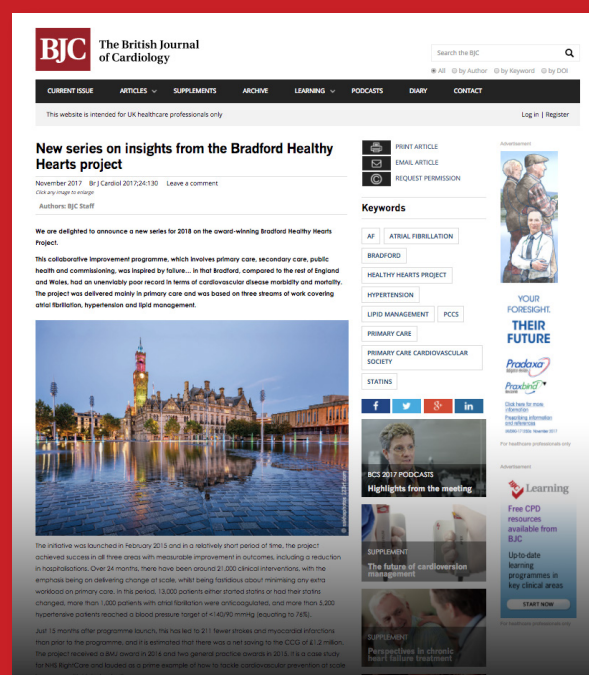
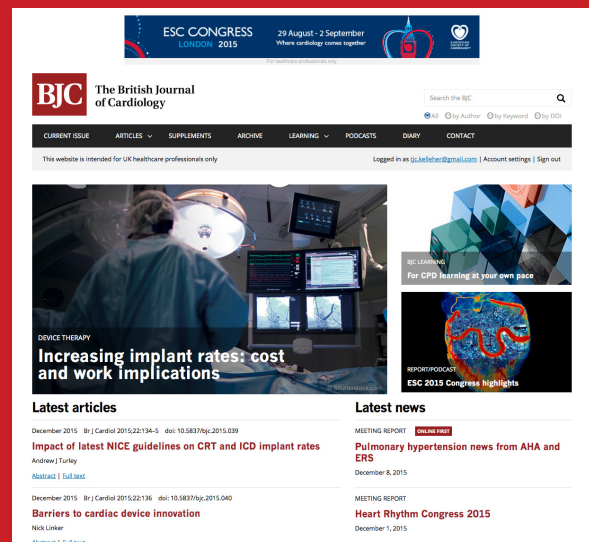
Global users (27,100) UK cohort (12,800)



Online registered users by special interest cited



Our print circulation of 1,500 is targeted at key UK primary care physicians with an interest in cardiology and hospital cardiologists



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 and archived 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 are bespoke projects that 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.

Meetings

The BJC has a wealth of experience in running high calibre and very 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 top international faculty of clinical leaders, moderators, and delegates calling on our extensive knowledge of the field and use of our comprehensive readership database. We organise the Annual Scientific Meeting of the Cardiorenal Forum, now in its 14th year, and meetings for the Cardiometabolic Forum, smaller postgraduate meetings throughout the year, plus advisory boards. Feedback from faculty, delegates and clients is always excellent.

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



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 27,100 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 average opening rates of one in five and click through rates of over one in four.



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

Abbott Vascular	GlaxoSmithKline	Pfizer/BMS
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For more information, contact Henry Purcell | E: hpurcell@bjccardio.co.uk | T: 020 7731 4945

BJC Learning

Our great free educational resource BJC Learning (www.bjcardio.co.uk/learning) is a popular solution for the continuing professional development requirements of today's healthcare professionals. Offering comprehensive e-learning courses on key clinical areas and written by experts, with endorsement by professional bodies, programmes include:

- Acute coronary syndrome management
- Angina – endorsed by the British Junior Cardiologists' Association and HEART UK
- Angiography – a guide for trainees
- Anticoagulation – endorsed by Anticoagulation UK, 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.

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



BJC Learning is a popular resource with its many users

'Great update'

'Clear and relevant data'

'I learnt so much from this module'

'Enhanced my knowledge and understanding'

'Another thorough and systematic module'

'Thank you for this excellent resource'

'It has given me great confidence'

'Will recommend as a training module for the Trust'

'Informative and concise'

'A good overview with relevant links to other literature'

'A useful exercise since a person in a busy practice can update their knowledge swiftly'

'Well written, clear and useful information'

'Very relevant to current practice'

'Thank you for this great free resource'

'Relevant, instructive, succinct and practice-based'

'Great for CPD and revalidation'

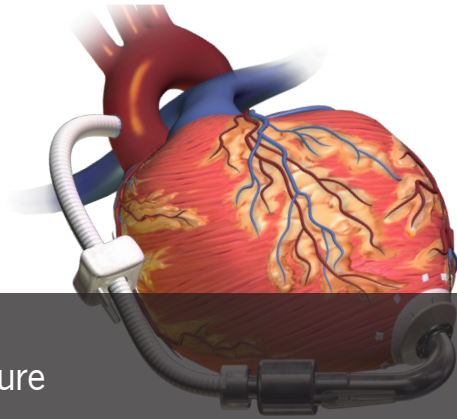
'Comprehensive and up-to-date information'

'Excellent'



Rates

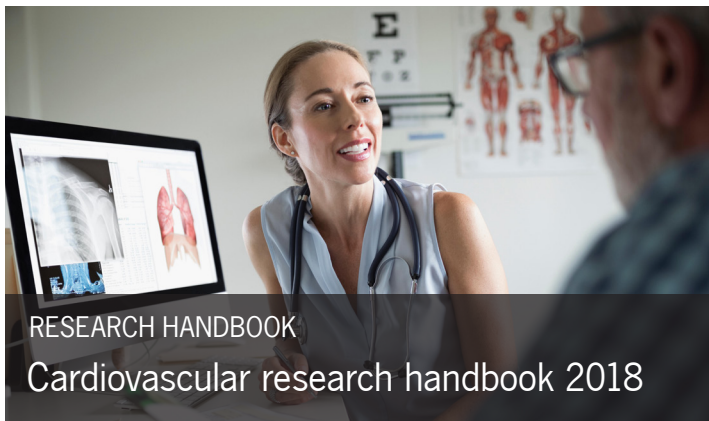
Please contact us to discuss your project further and find out about our cost-effective rates. Using our expert editorial board and team of experienced medical writers, we can work with you to develop anything from a single project to a bespoke programme of activities, to educate and keep today's medical profession up-to-date and fully informed of new developments and best practice in cardiometabolic medicine.



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Heart failure



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RESEARCH HANDBOOK
Cardiovascular research handbook 2018



LEARNING
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