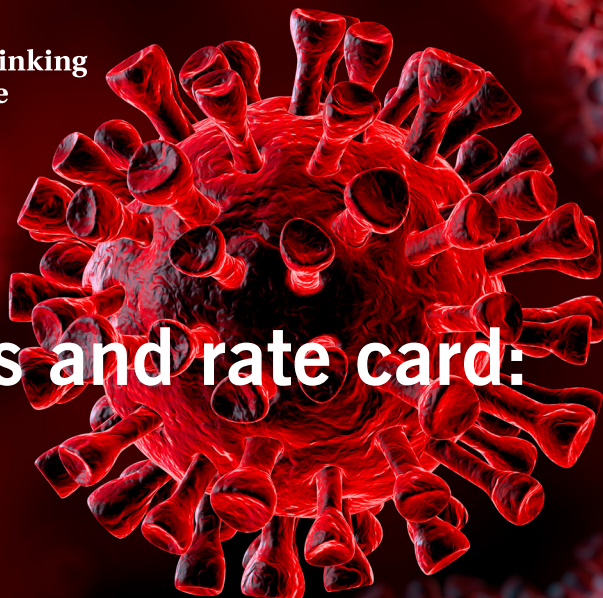


# BJC

www.bjcardio.co.uk

## The British Journal of Cardiology

The peer-reviewed journal linking  
primary and secondary care



# Advertising specifications and rate card: Digital and print 2021

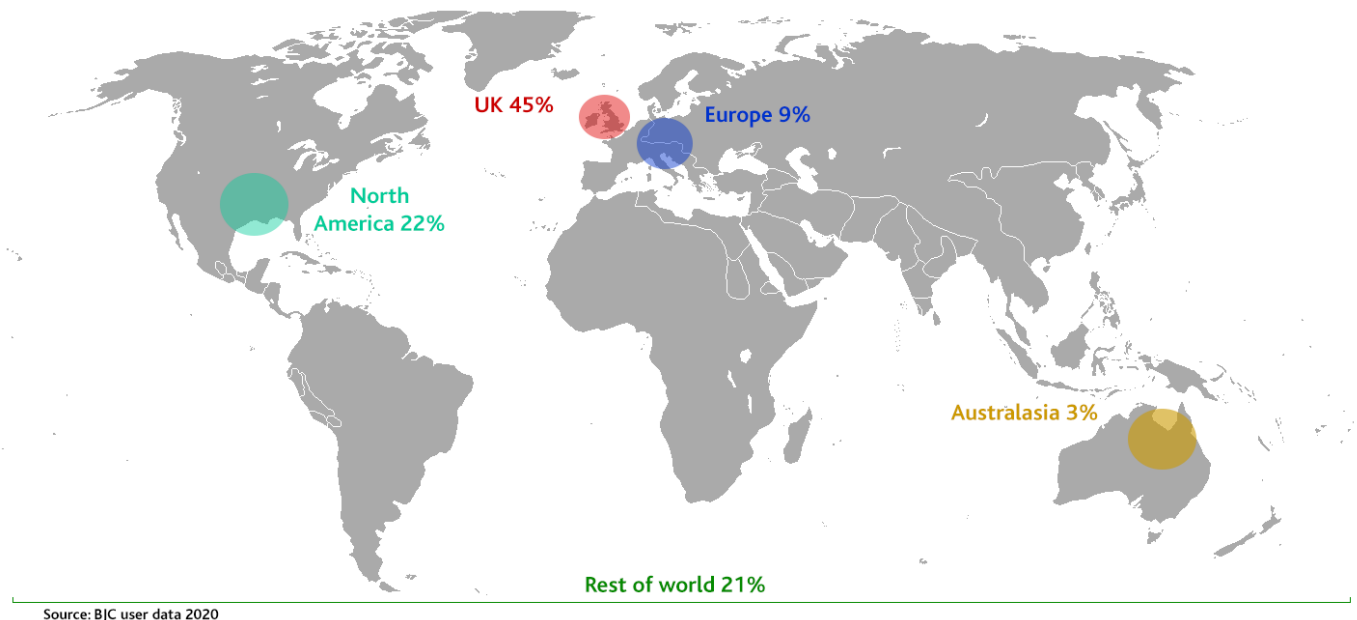
Version: December 2020



# British Journal of Cardiology [www.bjcardio.co.uk](http://www.bjcardio.co.uk)

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



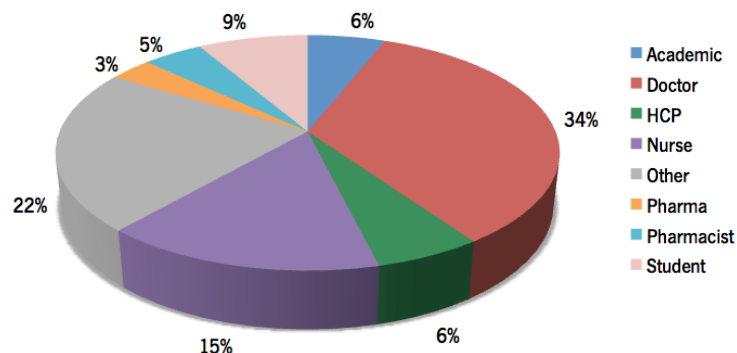
Our readers are loyal: 20% of visits to our site are return visitors and 30,700 are registered users

Contact Jack | E : [ads@bjcardio.co.uk](mailto:ads@bjcardio.co.uk)

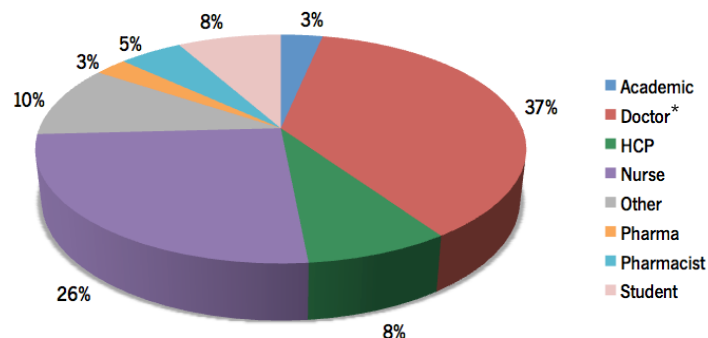
## Our online audience

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 30,700 with more than 15,100 UK registrants

BJC online registrants database by occupation – global



BJC online registrants database by occupation – UK cohort



\*One in four of our UK doctors are based in primary care

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 Geriatrics Society Cardiovascular Section
- 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

# Digital advertising opportunities and rates

## DIGITAL STATS (monthly average)

Page views	Registered users	Registered UK users	Average impressions per position globally	Average UK-only impressions per position
38,477	30,700	15,100	40,000	12,000

## Website digital advertising options (www.bjcardio.co.uk):

Website	Dimensions	CPM*	Geotargeted at UK CPM
Leaderboard	728x90 pixels	£60	£65
Mid Page Unit	300x250 pixels	£60	£65
Skyscraper 1	160x600 pixels	£50	£55
Skyscraper 2	160x300 or 160x600 pixels	£45	£50

\*CPM = cost per thousand impressions. Minimum order 20,000 impressions

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. Agency discount 10%

## Digital newsletter advertising options:

Type of newsletter*	Dimensions	Price	Geotargeted at UK
BJC online first Leaderboard	728x90	£1,700	£1,900
BJC online first Skyscraper	160x600	£1,700	£1,900
Solus emails (see page 7)	—	POA	POA

\*Two-thirds of our online registrants have opted in to receive our newsletters and other mailings

# Website digital advertising positions

The screenshot shows the homepage of the British Journal of Cardiology. At the top, there is a red 'LEADERBOARD' banner. Below it, the journal's logo and navigation menu are visible. The main content area features an article titled 'Controlled hypertension: a forgotten diagnosis'. To the right of the article, there are two vertical red banners labeled 'SKYSCRAPER 1' and 'SKYSCRAPER 2'. The 'SKYSCRAPER 1' banner is positioned above the 'SKYSCRAPER 2' banner. The 'SKYSCRAPER 2' banner is positioned below the 'SKYSCRAPER 1' banner. The article text discusses the importance of controlled hypertension and its clinical significance. The 'SKYSCRAPER 1' banner is positioned above the 'SKYSCRAPER 2' banner. The 'SKYSCRAPER 2' banner is positioned below the 'SKYSCRAPER 1' banner.

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

## Leaderboard

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

## Mid Page Unit

Global slot appearing in the body of the articles  
Dimensions: 300x250 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 39% click-through rate**

We have one leaderboard and one skyscraper position available per newsletter. This will be sent to 15,400 of our 30,700 online registrants who have opted-in to receive newsletters and other mailings from ourselves and affiliates

## Calendar of digital publication dates 2021 (provisional)

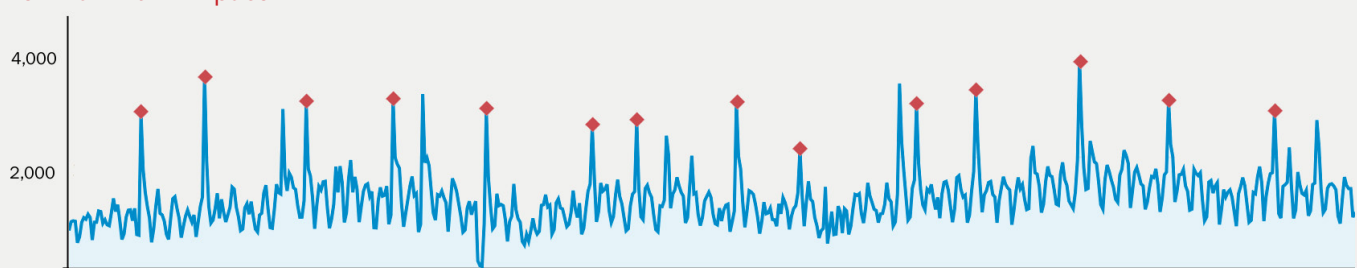
January 26th	July 13th
March 9th	August 31st
April 20th	October 12th
June 1st	November 30th

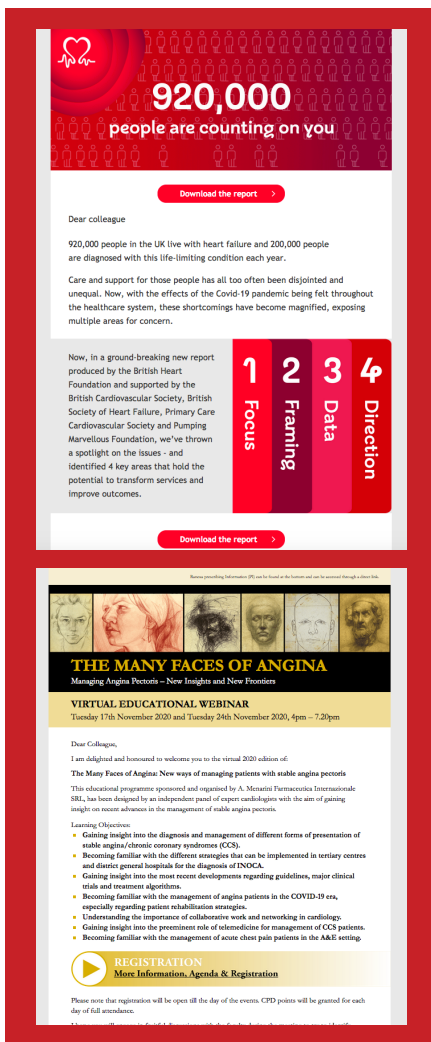
BJC Learning newsletters: February, May, August and November

## 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@bjccardio.co.uk](mailto:hpurcell@bjccardio.co.uk) for more details

**Contact Jack | E : [ads@bjccardio.co.uk](mailto:ads@bjccardio.co.uk)**

# 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

Adverts		Technical specifications (mm)		
Size and position	Price	Trim	Type	Bleed*
Quarter page (vertical)	£680	140x108	128x98	146x108
Half page (vertical)	£1,150	280x108	257x93	286x108
Half page (horizontal)	£1,150	140x216	128x186	143x219
Whole page (run of issue)	£1,700	280x216	257x186	286x222
Whole page (IFC, contents, editorial)	£2,250	280x216	257x186	286x222
Whole page (OBC)	£2,500	280x216	257x186	286x222
Whole page + 1/2 PI	£2,300	280x216	257x186	286x222
Double-page spread (run of issue)	£2,800	280x432	257x372	286x222 (Each page)
Double-page spread (IFC, contents)	£3,150	280x432	257x372	286x222 (Each page)

Full technical specifications are given on pages 10–14

Agency discount 10%

Inserts	
Bound inserts	From £1,850 per 1,000 copies
Loose inserts (up to 30 g)	£1,050 per 1,000 copies
Finished folded size to be within the limits of the journal: 278 x 208 mm	



## Calendar of artwork deadlines and print publication dates 2021 (provisional)

	Cancellations accepted by	Absolute final artwork dates	Publication dates
Issue 1	12th February	25th February	13th March
Issue 2	7th May	20th May	5th June
Issue 3	6th August	19th August	5th September
Issue 4	5th November	18th November	4th December

## Attractive bundle packages can be organised for your campaign

### Artwork requirements

Final artwork must be submitted to [ads@bjcardio.co.uk](mailto: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](mailto: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

# 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 & webinars

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](mailto:hpurcell@bjcardio.co.uk) | T: 020 8785 4656

# BJC Print Technical Specifications: The Journal

Double page spread (Full page x 2)

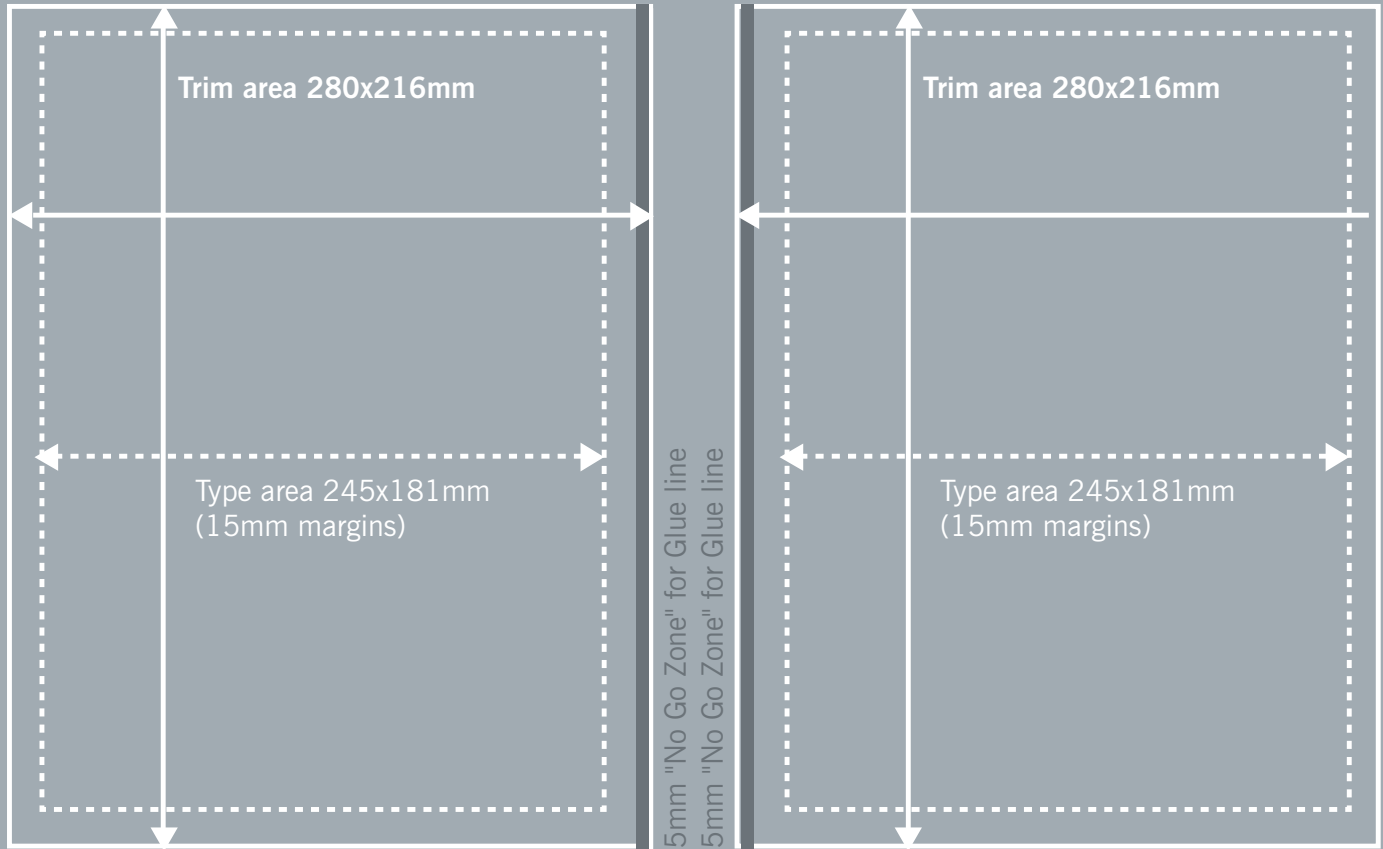


Bleed each page 286x222mm (includes 3mm bleed all sides)

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)

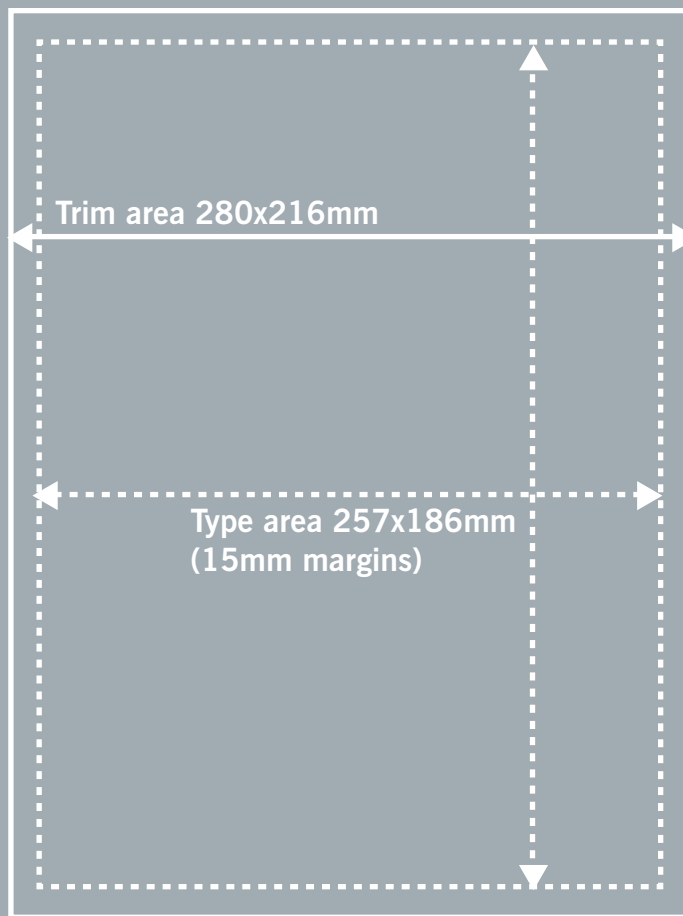
It is preferable to have double page spreads supplied as 2 x single pages

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 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

