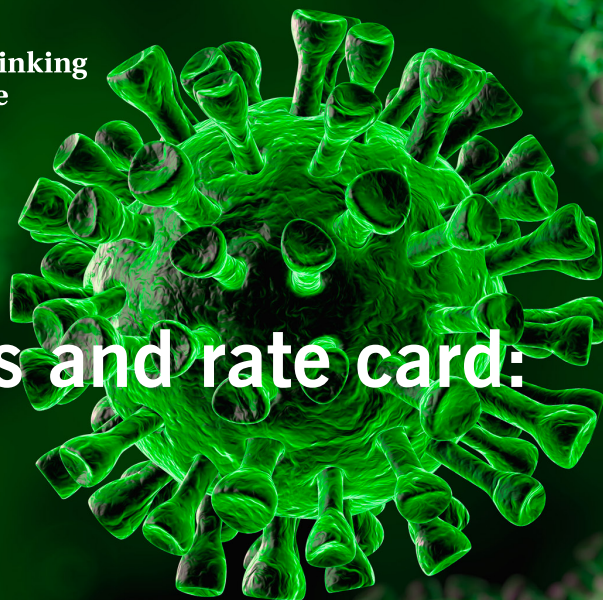


BJC

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 2022

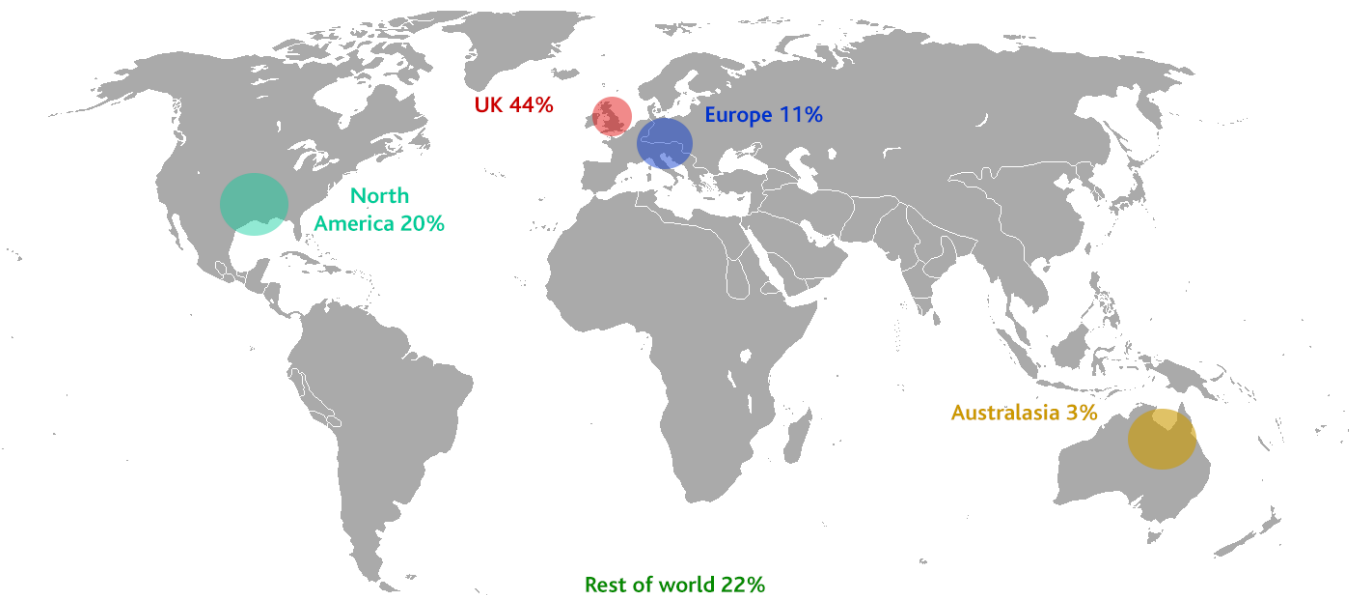
Version: December 2021



British Journal of Cardiology www.bjcardio.co.uk

The BJC uniquely links primary and secondary care doctors. Leading opinion for over 28 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



Source: BJC user data 2021

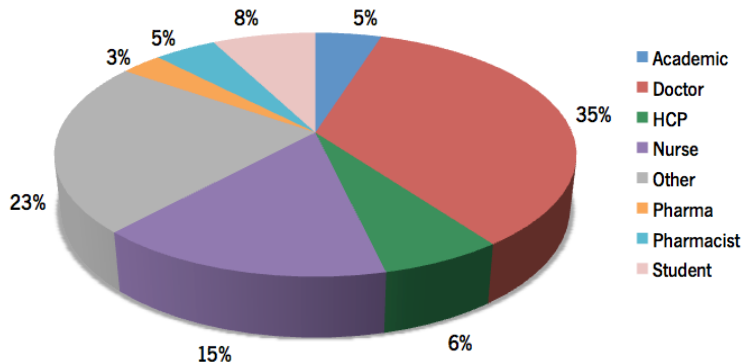
Our readers are loyal: 20% of visits to our site are return visitors and 32,700 are registered users

Contact Jack | E : ads@bjcardio.co.uk

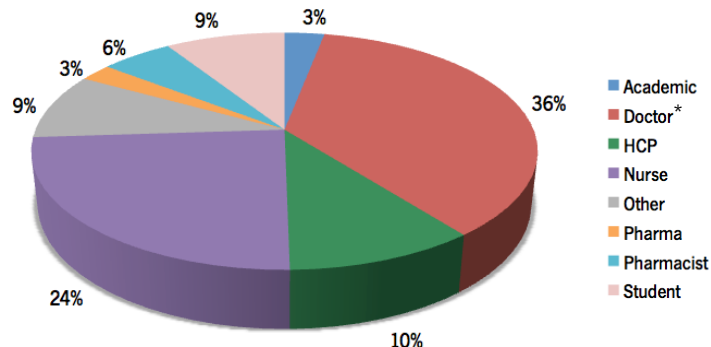
Our online audience

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 32,700 with more than 16,400 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:

- 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
- British Society for Heart Failure
- Cardiorenal Forum
- HEART UK - The Cholesterol Charity
- National Obesity Forum
- Primary Care Cardiovascular Society
- Scottish Heart and Arterial Risk Prevention
- Society for Cardiothoracic Surgery in GB & Ireland
- 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
34,334	32,700	16,400	40,000	12,000

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

Website	Dimensions	CPM*	Geotargeted at UK CPM
Leaderboard	728x90 pixels	£63	£68
Mid Page Unit	300x250 pixels	£63	£68
Skyscraper 1	160x600 pixels	£53	£58
Skyscraper 2	160x300 or 160x600 pixels	£48	£53

*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

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

Leaderboard

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

Mid Page Unit

Global or geotargeted slot appearing in the body of the articles. Dimensions: 300x250 pixels

Skyscraper 1

Global or geotargeted slot appearing on the top right-hand side. Dimensions: 160x600 pixels

Skyscraper 2

Global or geotargeted 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

LEADERBOARD

BJC The British Journal of Cardiology

Search the BJC

Download Article, Print Article, Email Article, Request Permission

Keywords

LIFESTYLE PREVENTION
RISK FACTORS MOTIVATION

Related content

February 2019 Br J Cardiol 2019;26:8-9
ity and is it worth it?

September 2018 Br J Cardiol 2018;25(suppl 2):S8-S13
Diabetes and cardiovascular risk in UK South Asians: an overview

July 2018 Br J Cardiol 2018;25:111-4
Hypertension in pregnancy as the most influential risk factor for PPCM

November 2017 Br J Cardiol 2017;24:127
Controlled hypertension: a forgotten diagnosis

Mid Page Unit

For UK healthcare professionals only

What is motivational interviewing?

Motivational interviewing is a counselling approach that proposes collaborative communication between the clinician and the client, where the commitment towards behaviour change is strengthened.^{1,3} The European Society of Cardiology recommended using motivational interviewing and graded this counselling style as class 1 level A in supporting lifestyle risk modification.⁴

The practice of motivational interviewing involves using basic interaction skills and techniques such as open questions, affirmation, reflective listening and summary reflections (OARS).¹ By asking open questions, the clinician invites the client to reflect and elaborate. Affirmation allows the clinician to identify the client's strengths and reflect on them to nourish their confidence in their ability to change. Reflective listening involves a demonstration of deep understanding from the clinician's end. This is when the clinician paraphrases the client's thoughts to obtain a greater understanding of the situation. At the end of the session, the clinician provides an overall summary of what was said. This skill also highlights that the clinician listened carefully to the client, and there is proper understanding. Another essential skill comes in informing and advising. After consent is obtained from the client, informing and advising will occur if the client asks for information or advice.^{1,3} Motivational interviewing is an approach to support individuals who are ambivalent about changing risky behaviour. A central tenet is for the clinician to identify, evaluate and inspire individuals to change by strengthening their motivation and confidence to modify the risky behaviour. Motivational interviewing supports individuals to identify what needs to be changed and how to change it.

Does motivational interviewing work?

Motivational interviewing was criticised for not having a coherent theoretical base. Primarily, motivational interviewing is a clinical mode?⁵ However, there seem to be several theoretical influences that may contribute to its development. Researchers have referred to the self-determination theory. The self-determination theory may clarify the understanding of motivational interviewing methods, their application, and how it can lead to change. To date, there seems to be a lack of evidence-based knowledge on how motivational interviewing methods can impact motivation towards a successful change. Vansteenkiste et al⁶ pointed out that motivational interviewing needs to become a theory rather than a clinical mode. Nevertheless, little has been done to move motivational interviewing from a clinical method to a more theoretical base. Motivational interviewing needs to clarify its theoretical uniqueness or similarities with

SKYSCRAPER 1

SKYSCRAPER 2

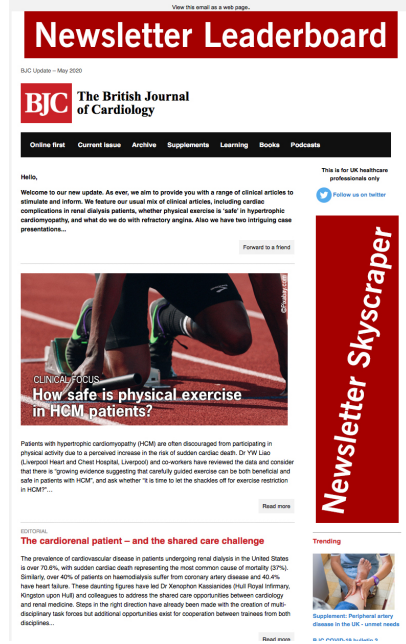
BJC LEARNING
Urgent reversal of antithrombotic therapy

BJC SUPPLEMENT
Indisuran V – its clinical position in lipid management

BJC SUPPLEMENT
Iron deficiency in heart failure

BJC WEBINARS
COVID-19

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 21% and a 39% click-through rate

We have one leaderboard and one skyscraper position available per newsletter. This can be sent to 15,000 of our 32,700 online registrants who have opted-in to receive newsletters and other mailings from ourselves and affiliates

Calendar of digital publication dates 2022 (provisional)

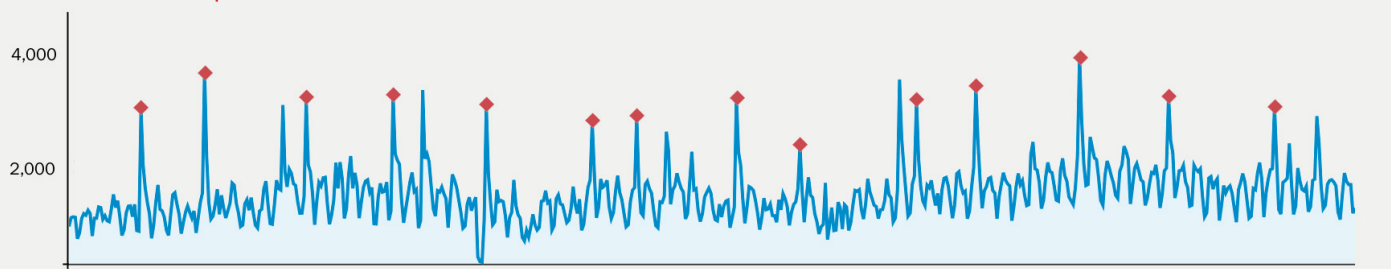
January 25th	July 12th
March 8th	August 30th
April 19th	October 11th
May 31st	November 29th

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



920,000
people are counting on you

[Download the report >](#)

Dear colleague

920,000 people in the UK live with heart failure and 200,000 people are diagnosed with this life-limiting condition each year.

Care and support for those people has all too often been disjointed and unequal. Now, with the effects of the Covid-19 pandemic being felt throughout the healthcare systems, these shortcomings have become magnified, exposing multiple areas for concern.

Now, in a ground-breaking new report produced by the British Heart Foundation and supported by the British Cardiovascular Society, British Society of Heart Failure, Primary Care Cardiovascular Society and Pumping Marvellous Foundation, we've thrown a spotlight on the issues – and identified 4 key areas that hold the potential to transform services and improve outcomes.

1 Focus
2 Framing
3 Data
4 Direction

[Download the report >](#)

THE MANY FACES OF ANGINA
Improving Care for Women with Coronary Artery Disease
The Many Faces of Angina
Sunday 22 November 2021
7pm - 8.30pm

Dear colleagues,

I am delighted to invite you to the latest installment in The Many Faces of Angina webinar series, entitled:

Improving care and patient outcomes in women and BAME patients with Coronary Artery Disease
Tuesday 22nd November 2021, 7pm - 8.30pm

This educational programme sponsored and organised by B. Medical Professionals International (BPMI), has been designed by an independent panel of cardiologists with the aim of improving care and patient outcomes in women and BAME patients with coronary artery disease.

Learning objectives:

- To understand how gender diversity and gender affects symptoms and presentation of coronary artery disease
- To understand the diagnosis and management of symptomatic coronary artery disease and associated comorbidities in women
- To discuss the implications of gender on patient outcomes in women

If you wish to participate, please register yourself by clicking below:

[Register Now](#)

Please note that registration will be open until the day of the event.

Certificate of Attendance will be provided.
The virtual meeting will be recorded for future reference.

On behalf of the Faculty and B. Medical Professionals International (BPMI), we wish to welcome you to the event.

Kind regards,
Professor Charles P. Gale
Chair, on behalf of B. Medical Professionals International (BPMI).

[Register Now](#)

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

Adverts		Technical specifications (mm)		
Size and position	Price	Trim	Type	Bleed*
Quarter page (vertical)	£700	140x108	128x98	146x108
Half page (vertical)	£1,200	280x108	257x93	286x108
Half page (horizontal)	£1,200	140x216	128x186	143x219
Whole page (run of issue)	£1,750	280x216	257x186	286x222
Whole page (IFC, contents, editorial)	£2,315	280x216	257x186	286x222
Whole page (OBC)	£2,575	280x216	257x186	286x222
Whole page + 1/2 PI	£2,370	280x216	257x186	286x222
Double-page spread (run of issue)	£2,885	280x432	257x372	286x222 (Each page)
Double-page spread (IFC, contents)	£3,245	280x432	257x372	286x222 (Each page)

Full technical specifications are given on pages 11–15

Agency discount 10%

Inserts	
Bound inserts	From £1,900 per 1,000 copies
Loose inserts (up to 30 g)	£1,100 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 2022 (provisional)

	Cancellations accepted by	Absolute final artwork dates	Publication dates
Issue 1	11th February	24th February	12th March
Issue 2	6th May	19th May	4th June
Issue 3	5th August	18th August	3rd September
Issue 4	4th November	17th November	3rd December

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 CMYK 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

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 | T: 020 8785 4656

BJC Print Technical Specifications: The Journal

Double page spread (Full page x 2)

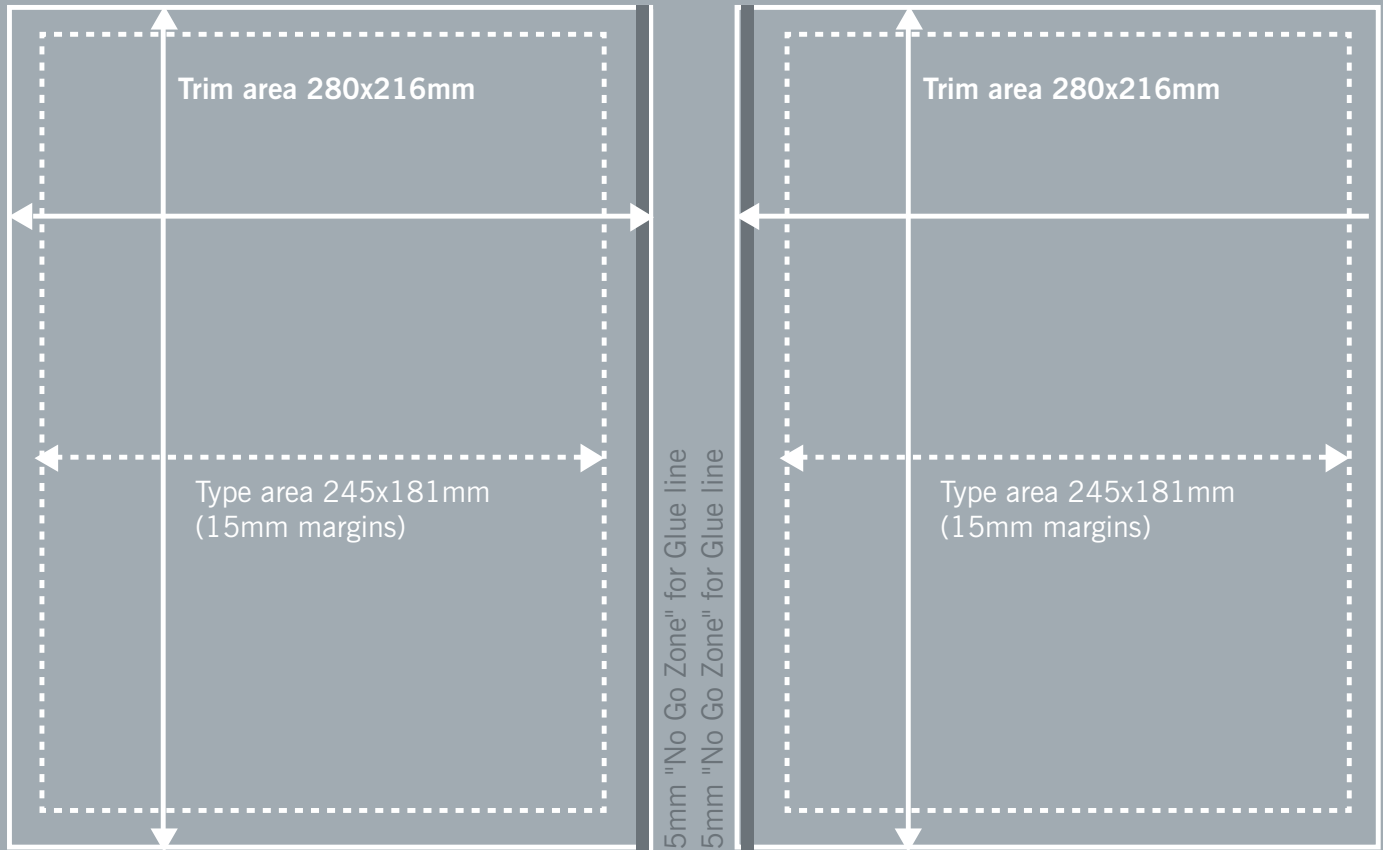


Bleed each page 286x222mm (includes 3mm bleed all sides)

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)

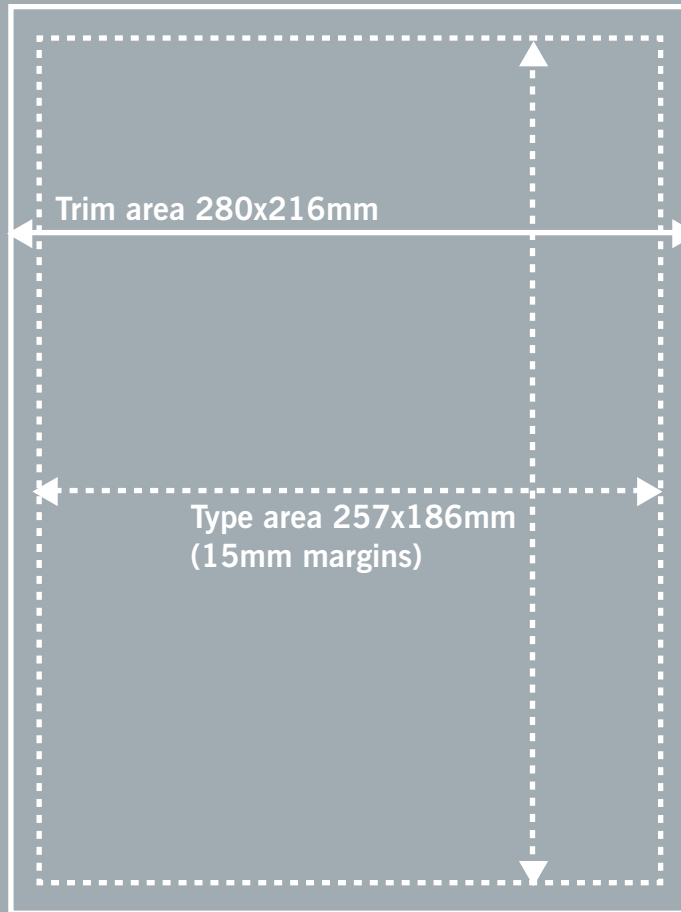
It is preferable to have double page spreads supplied as 2 x single pages

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

