

BJSM

INTERACT IN PRINT AND DIGITAL,
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

Sophie Fitzsimmons

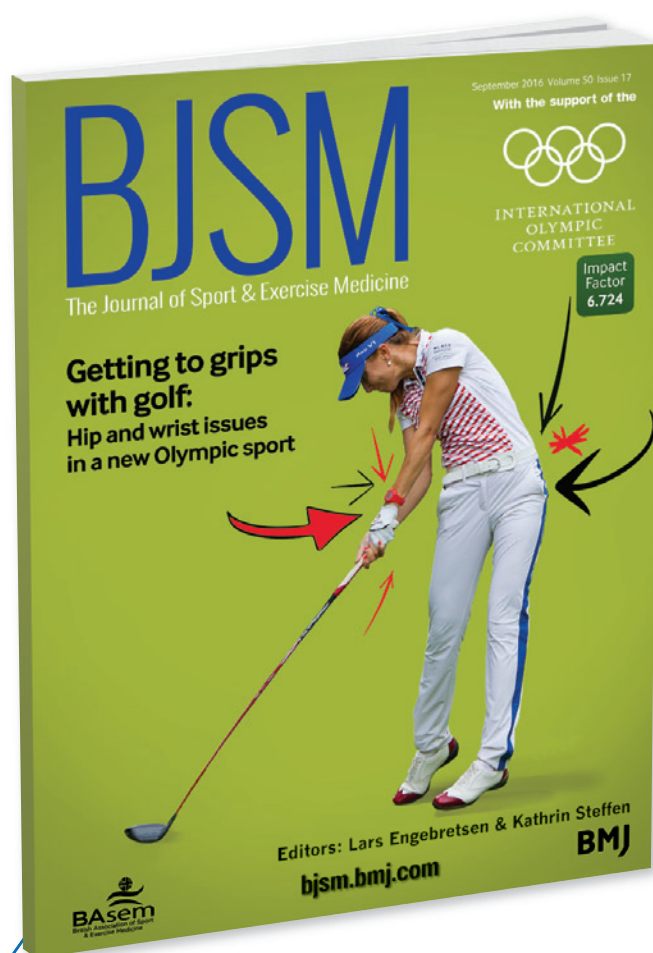
Sales Manager

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**ADVERTISE WITH BJSM AND
REACH HIGHLY INFLUENTIAL
SPORTS MEDICINE
PROFESSIONALS**

GAIN
ADDITIONAL
EXPOSURE
THROUGH SOCIETY
CONNECTIONS



British Journal of Sports Medicine (BJSM) is a multi-media portal that provides original research, reviews and debate relating to clinically-relevant aspects of sport and exercise medicine, including physiotherapy, physical therapy and rehabilitation.

INCREASE YOUR REACH

This title serves 25 sports medicine and sports physiotherapy societies who have over 12,000 members.

INFORMATION ABOUT THIS TITLE

Editor:	Karim Khan
Frequency:	24 Issues per year
Print Circulation:	1,200
Monthly online data**:	UK 153,500 page views from 66,700 users ROW 655,000 page views from 325,500 users

**Source: Google Analytics data 2019

Co-owned with the British Association of Sport and Exercise Medicine

PRINT AND ONLINE ADVERTISING OPTIONS AVAILABLE AS WELL AS TAILORED PACKAGES INCLUDING:

- Contextual advertising **NEW**
- Targeted email alerts **NEW**
- Specialty topic pages **NEW**
- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables

NEW Contextual advertising

Turbocharge your online campaigns by targeting users on the page where they are reading about the condition your product is used to treat

- Adverts displayed among relevant content
- Cuts wasted impressions
- Increased CTR

Digital advertising

bjsm.bmj.com

Target your products through geotargeted, online advertising. There are a full range of digital opportunities available.

NEW BILLBOARD

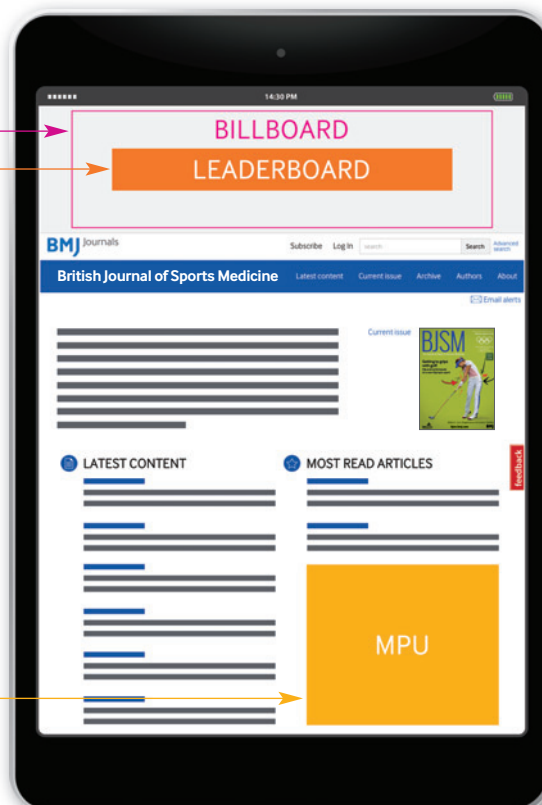
For a larger presence

LEADERBOARD

Eye catching prominence at the top of every page

MID PAGE UNIT

Prominent central position to maximise your exposure



DIGITAL ADVERTISING RATES

	Pixels	Rate	Minimum Charge
Billboard advert	900 x 250	£73 per 1,000 impressions	£3,500 for 50,000 impressions
Leaderboard advert	728 x 90	£60 per 1,000 impressions	£2,850 for 50,000 impressions
Mid page unit	300 x 250	£65 per 1,000 impressions	£3,100 for 50,000 impressions
NEW Mobile friendly banners	320 x 100	£73 per 1,000 impressions	

NEW Targeted Solutions

Ask your sales rep about contextual advertising, hosted content and targeted email alerts.

Print advertising in BJS

BJS offers the opportunity to present your product in a journal targeting decision makers within sports medicine.

We guarantee your advertisement and message will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

MAKE YOUR CAMPAIGN STAND OUT IN PRINT

DISPLAY ADVERTISING RATES

Ad Format	Ratecard
DPS	
4 col	£4,430
Mono	£2,502
Full page	
4 col	£2,214
Mono	£1,251
Half page	
4 col	£1,729
Mono	£864
Quarter page	
4 col	£914
Mono	£590

Rates for loose inserts and bound inserts are available on request. All technical advertising specifications are available on request

PUBLISHING DEADLINES FOR 2020

March - 31 January	August - 1 July
April - 2 March	September - 31 July
May - 30 March	October - 2 September
June - 29 April	November - 1 October
July - 2 June	December - 2 November

FOR MORE INFORMATION ON PRINT ADVERTISING AND TAILORED PACKAGES, PLEASE CONTACT:

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