

Heart

A VITAL EDUCATIONAL RESOURCE
FOR CARDIOLOGISTS

LIMITED AVAILABILITY
BOOK TODAY TO ENSURE YOU
DON'T MISS OUT

CONTACT

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READ BY MORE
CONSULTANTS
THAN ANY OTHER
CARDIOLOGY
TITLE*

* Source:
Hospital Doctor Media Survey 2021

THREE WAYS TO SHOWCASE YOUR BRAND TO LEADING CARDIOLOGISTS



PRINT
ADVERTISING



HEART
ONLINE



E-MAIL
ALERTS

Heart is an essential peer review journal keeping cardiologists up to date. Topics covered include **coronary artery disease, heart failure, cardiomyopathy, noninvasive imaging, congenital heart disease** and **insights in diagnostics and therapies**, and more.

Each issue contains an extensive education section.

Heart is co-owned by the British Cardiovascular Society and BMJ.

* Source: Hospital Doctor Media Survey 2021

INFORMATION ABOUT THIS TITLE

Editor:	Alan Smyth, Gisli Jenkins and Nicholas Hart
Frequency:	Twice Monthly
Print Circulation:	400
Monthly online data**:	UK 56,450 page views from 29,000 users

**Source: Google Analytics average monthly data during 2021

ENSURE YOUR BRAND IS VISIBLE TO
CARDIOLOGY SPECIALISTS. TAILORED
PACKAGES INCLUDE:

- Print advertising
- Digital advertising (including contextual)
- Inserts
- Banner advert within targeted email alerts
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AND DIGITAL
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Heart

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CARDIOLOGISTS

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ENGAGING
CONTENT

PUBLISHING DEADLINES FOR 2022

Heart is published twice monthly.

Contact us for deadlines.

NEW BILLBOARD

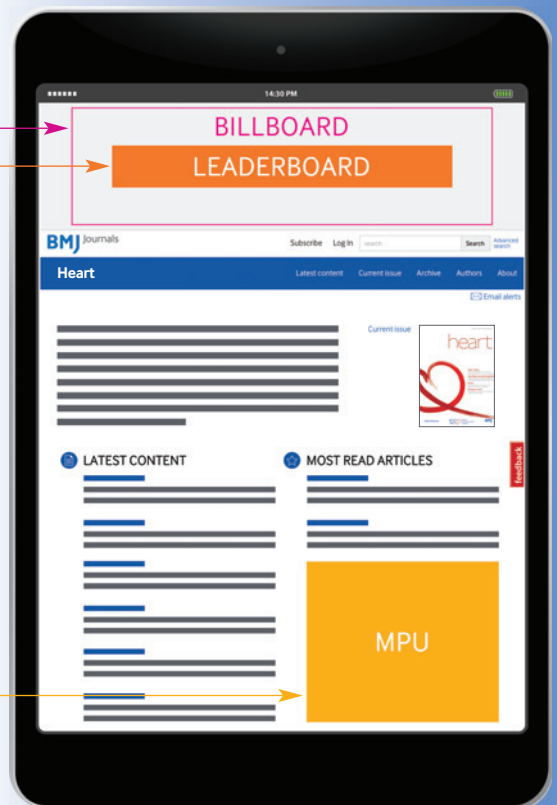
For a larger presence

LEADERBOARD

Eye catching prominence
at the top of every page

MID PAGE UNIT

Prominent central position
to maximise your exposure



EMAIL ALERTS: OPTIONS TO CHOOSE FROM

EMAIL ALERTS - Mobile Leaderboard and MPU

Total opted in recipients

This Week in The BMJ Cardiology

8,260

Heart e-toc alerts

5,325

DIGITAL ADVERTISING OPTIONS: KEY METRICS

Heart online	Unique visits	Page views
Total	167,800	286,600
UK	29,000	56,450
USA	52,600	81,550

TO BOOK YOUR CAMPAIGN CONTACT:

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RATES

Print

Half page	£1,746
Full page	£2,236
DPS	£4,474

Email alerts

Banner advert within Heart e-TOC

Banner advert within This Week in The BMJ (cardiology)

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CHOICE OF SIZES

	Pixels	Rate
Billboard advert	900 x 250	£80 per 1,000 impressions
Leaderboard advert	728 x 90	£75 per 1,000 impressions
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NEW Mobile friendly banners	320 x 100	£80 per 1,000 impressions

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