

Gut

INTERACT IN PRINT AND DIGITAL,
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

Sophie Fitzsimmons

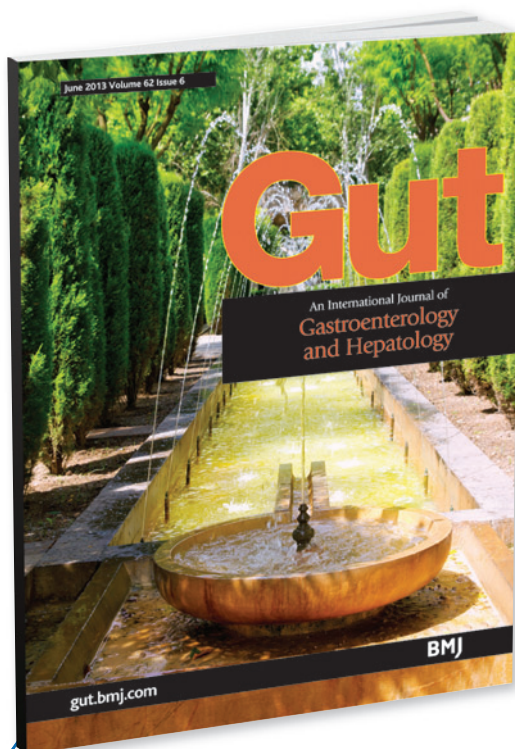
Sales Manager

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**GAIN CREDIBILITY
ADVERTISE IN ONE OF THE
LEADING JOURNALS WITHIN
GASTROENTEROLOGY**

READ BY MORE
GASTROENTEROLOGISTS*
THAN ANY OTHER
GASTROENTEROLOGY
TITLE



Gut is a **leading** gastroenterology journal publishing first-class research.

Content covers therapy developments in **gastric cancer**, **pancreatic cancer**, **IBD**, **bowel disease**, and **precision medicine treatments**.

Subscribers to *Gut* also receive *Frontline Gastroenterology*.

Gut is an official journal of the British Society of Gastroenterology (BSG).

CIRCULATED TO OVER **2,225** GASTROENTEROLOGISTS WORLDWIDE, WITH A READERSHIP OF **50%*** OF UK GASTROENTEROLOGISTS, THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

*Source: Hospital Doctor Media Survey 2020

ENSURE YOUR BRAND IS VISIBLE TO GASTROENTEROLOGISTS - TAILORED ADVERTISING PACKAGES INCLUDE:

- Print advertising
- Contextual advertising
- Targeted email alerts **NEW**
- Specialty topic pages
- Reprints and eprints
- Themed supplements
- Podcasts **NEW**
- Roundtables

INFORMATION ABOUT THIS TITLE

Editor:	Professor Emad El-Omar
Frequency:	Monthly
Print Circulation:	2,225
Monthly online data**:	UK 73,000 page views from 45,000 users ROW 448,500 page views from 256,000 users

**Source: Google Analytics data Dec 2020

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BMJ

Gut

Digital advertising

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Save your budget - ensure every impression is seen by the right audience

Enable exceptional targeting - select those niche words to make the right impact

Increase CTR - achieve better outcomes

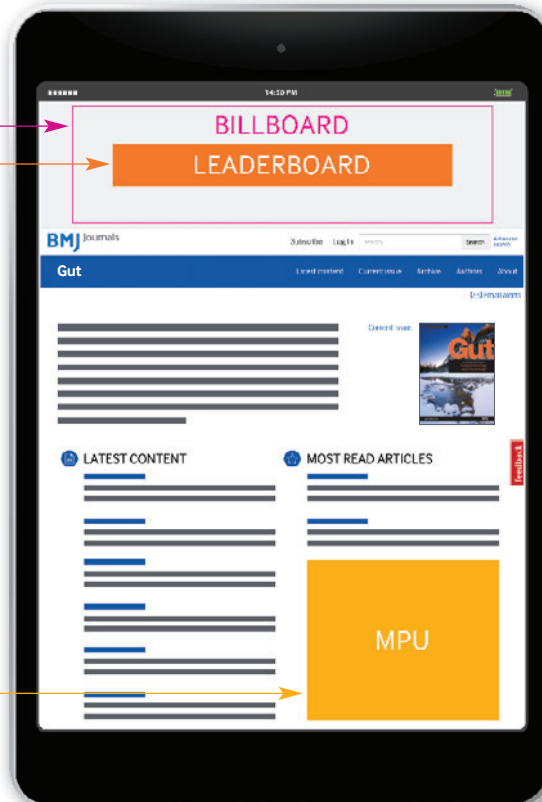
Access our expertise - we can guide you on how to identify and manage your keywords

MAKE YOUR CAMPAIGN BIGGER, BETTER, BOLDER.

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 Gut

Ask about a range of creative, eye-catching print solutions that will get your brand noticed.

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 2021

April - 18 February	September - 22 July
May - 19 March	October - 20 August
June - 21 April	November - 22 September
July - 20 May	December - 21 October
August - 22 June	

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

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