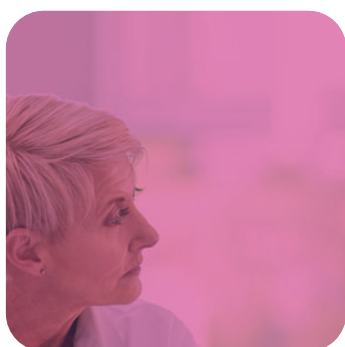




Media kit 2022

Connecting you with clinicians



Partner with BMJ to reach
8+ million healthcare
professionals through our portfolio
of **credible, influential**, and
world-leading healthcare
journals and digital resources

BMJ is a global healthcare knowledge provider with a vision for a healthier world.
Let's create this together.



PRINT



DIGITAL



PODCAST



EMAIL



EVENTS

Make your brand visible to clinicians

We have a highly-experienced team who know the world of healthcare inside-out. So, whether you are a first-time advertiser or fully accomplished, we have the media experts to advise you on the best solutions to reach your preferred audience.

Put us to the test, today.

Print, Digital & Audio - The BMJ



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Print & Digital - BMJ Journals



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Clinicians trust BMJ

Make your brand visible to clinicians

Clinicians turn to 67+ specialty titles including *The BMJ*. Every day.



107,000 weekly circulation



16.2m page views

1.2m+ alerts subscribers



8m+ healthcare professionals



*Google Analytics average monthly data Jan - Oct 2021

Tap into our database: we can target who you are looking for

Global reach

General Practice

227,000

Many more specialties are available, please ask for a breakdown

Top hospital doctor specialties:

Cardiovascular Medicine	79,000	Mental Health	30,000
Dermatology	13,700	Neurology	21,000
Emergency Medicine	58,000	Paediatrics	50,000
Endocrinology and Diabetes	20,000	Pharmacy	20,000
Gastroenterology	15,000	Respiratory	17,500
Haematology	10,000	Rheumatology	9,300
Oncology	16,000	Sexual health	3,200

Total audience numbers shown by specialty

The BMJ

Advertise in one of the most influential medical journals in the world



PRINT | bmj.com | HEADLINE METRICS | BANNERS | CONTEXTUAL ADVERTISING
HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | EMAIL | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | EVENTS

Circulation & readership



Hospital
doctor edition
81,100



GP edition
25,900



Retired
14,190



Student
11,000

Freshers issue,
September 2022
Connect with
tomorrow's doctors,
today

Latest readership results

Readership results from an independent survey continuously show that BMJ is a highly trusted brand - giving you the assurance that your brand is amongst credible content.

For GPs

In a typical month, **54% of UK GPs** are using *The BMJ* print issue or **bmj.com** compared with 49% for our leading commercial competitor.

Source: The GP Media Survey (GPMS) 2021

For hospital doctors

A typical print issue of *The BMJ* is read by **43% of all hospital doctors**, an increase from last year and ahead of our competitors. Online readership has grown by 5%, meaning that **bmj.com** is used by 50% of hospital doctors every month. Over the course of a year, **84% of UK hospital doctors use *The BMJ*, either in print or online.**

Target 50+ specialties

UK senior grade/consultant level doctors read *The BMJ* in a single week including:

- 59% of cardiologists
- 56% of doctors working in diabetes and endocrinology
- 55% of psychiatrists
- 48% of respiratory doctors ... plus many more ask for a detailed breakdown

Place your advertising over multiple issues to increase your audience reach

Source: The Hospital Doctor Media Survey (HDMS) 2021

The BMJ continues to be the premier resource to engage a clinical audience



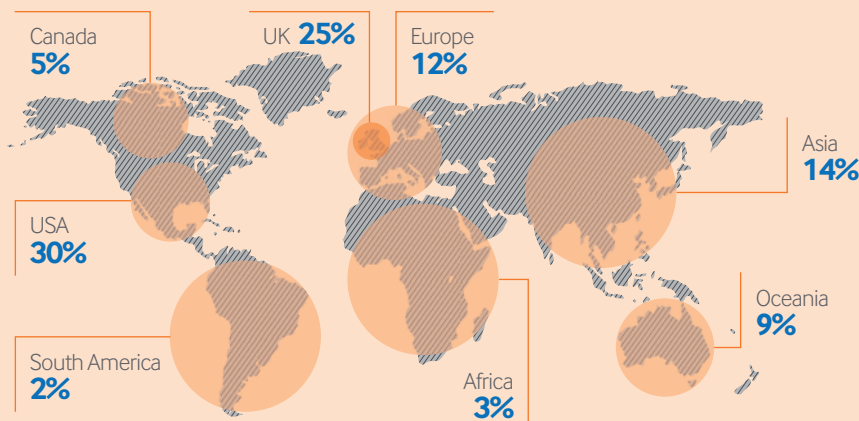
Digital engagement

Make **your brand** visible to clinicians



PRINT | **bmj.com** | **HEADLINE METRICS** | **BANNERS** | **CONTEXTUAL ADVERTISING**
HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | EMAIL | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | EVENTS

4 million
page views from
3.8 million
users per month*



* Google Analytics average between Jan-Sept 2021

Banners

High impact advertising programmes are available across BMJ's portfolio. Banner advertisements for a run-of site will ensure your products reach your defined target audience and geographic location.

Key specialty areas include:

- Cardiology
- Gastroenterology
- Neurology
- Rheumatology
- Diabetes
- General Medicine
- Oncology
- Respiratory

(full listing of specialty titles available - please ask your sales representative for more information)

Billboard • MPU • Double MPU • Leaderboard
- choice of ad sizes available

Contact:



Marc Clifford
Email: mclifford@bmj.com
Tel: **+44 (0) 203 655 5610**

Increase your engagement

Boost your campaign by targeting the keywords and phrases of greatest interest to your audience.

Contextual and keyword advertising can:



Save your budget

Ensure that every impression is seen by the right audience



Enable exceptional targeting

Select those niche keywords to ensure you make the right impact



Increase your impact

Contextual advertising gives you greater impact



Improve campaign insight

Granular reporting enables improved ROI



Access our expertise

We can guide you on how to identify and manage your keywords

Available across BMJ portfolio

Higher usage means more clinicians will see your ad banners.
Book your campaign today.

Digital engagement

Make **your brand** visible to clinicians



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HOSTED CONTENT | **SPECIALTY CONTENT** | PODCASTS | EMAIL
MEDICAL EDUCATION SPECIALTY JOURNAL SOLUTIONS | EVENTS

Hosted content

Your content. Our channels

We can host a range of your content including:

- Promotional
- On-demand recordings
- Surveys
- KOL video/output
- PDFs to download
- Data presentation

Let us know what you would like to host, a range of flexible packages are available. Call me today and see your content on **bmj.com**

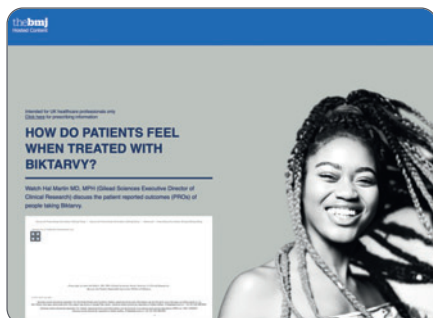
Contact:



Marc Clifford

Email: mclifford@bmj.com

Tel: +44 (0) 203 655 5610



For examples of hosted content **[click here](#)**



Digital engagement

Make **your brand** visible to clinicians



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HOSTED CONTENT | SPECIALTY CONTENT | **PODCASTS** | EMAIL | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | EVENTS

Podcasts

Tap into the power of audio

Imagine a personalised radio service where the audience is healthcare professionals. Ready to hear about your brand.

"Medical students know all about our Free membership after listening to Sharp Scratch! It helps them to understand the services available to our members"

Matthew Halligan, Medical Protection Society

From *The BMJ*

The BMJ have a range of podcasts aimed at GP's, hospital doctors, students, and newly qualified doctors that are **just waiting for your message**.

- Sponsor an entire season
- Select from mid-and end-roll ad positions

Podcasts include:

- **Deep Breath In** – fortnightly, tackles everyday challenges For GPs
- **Sharp Scratch** – fortnightly, for medical students and new doctors
- **Doctor Informed NEW** – practical management and interpersonal skills for hospital doctors
- **The BMJ Podcast** – covers a range of issues from supporting doctors wellbeing to the latest on Covid-19

13,500
listens per
episode**

BMJ Journal specialty podcasts

Our specialist titles cover key clinical topics and can be Q&A, panel discussion, or presentation style formats. Two options are available.

- Support existing content that is relevant to your brand
- You choose the topic or subject area and we create the podcast to suit your needs

Produced by our digital media editors, our specialist podcasts consistently rank highly.

Weekly podcasts from Heart, Thorax and Gut.

3,000
average
plays

**Ensure your brand is listened to.
Supply us with your script and we
can do the rest'**

Shortlisted for **Best Science & Medical Podcast**
at The Publisher Podcast Awards 2020 & 2021

Featured in **Top Clinical Podcasts** for GPs in 2021 by eGPLearning

Winner of MJA Podcast of the Year 2020 (The BMJ Podcast)

Finalist for MJA Podcast of the Year 2021 (Wellbeing)

BMJ Podcasts play a **vital role** in updating clinicians whilst on the move.
Ensure they can listen **to your brand's story**.

Contact:



Nick Gray
Email: nickgray@bmj.com
Tel: +44 (0) 20 3655 5611

** Average listens throughout 2021 ***Jan-Sept 2020



Digital engagement

Make **your brand** visible to clinicians



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HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | **EMAIL** | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | EVENTS

Email

Target clinicians with ease

Like the rest of us, healthcare professionals are never without their smartphones. And when that little 'ding' tells them that they have a new email to read, your content can be right there, as part of the display.

Advertise within 'This Week in The BMJ' to reach professionals in key specialties

Weekly breakdown by specialty

Acute medicine	5,500	Neurology	3,190
Cardiology	8,300	Oncology	2,000
Dermatology	2,100	Paediatrics	6,580
Diabetes/Endocrinology	1,100	Psychiatry	4,500
Gastroenterology	2,800	Respiratory	2,950
General Practice	28,200	Rheumatology	1,800



Choose from a range of specialty alerts across our journals portfolio

Email opt-ins: weekly breakdown

TOTAL 1.2m contactable clinicians

Cardiology	4,900
Gastroenterology	6,300
General Practice	28,200
Gynaecology/oncology	7,300
Neurology	4,700
Paediatrics	8,600
Rheumatology	5,800
Respiratory	5,700

Tell us who you want to target and we can do the rest.

- Geo-targeting available across all alerts
- Your brand positioned alongside content

More specialties available.
Ask for more information.

Numbers show those who have opted-in to receive this alert based on their specialty given at the point of registration

Tap into our database of
1.2m contactable clinicians

Independent medical education solutions

Select from a **range of solutions** to showcase your expertise



PRINT | bmj.com | HEADLINE METRICS | BANNERS | CONTEXTUAL ADVERTISING
HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | EMAIL | **MEDICAL EDUCATION**
SPECIALTY JOURNAL SOLUTIONS | EVENTS

E-learning

Interact with healthcare professionals on their learning journey

BMJ Learning offers hundreds of 5-star interactive modules for registered healthcare professionals to test their knowledge with convenient, expert-led online courses enabling them to treat their patients with confidence.

What's on offer

- Advertising throughout the site
- Target specific audiences via a range of modules
- Your advert targeted to selected audiences within weekly email alerts

Key metrics:

10,000 average monthly users*

Registered users include:

30,000 hospital doctors
30,500 GPs
20,000 nurses
4,300 foundation year doctors

Average
user duration
11.03
minutes*

**90% of all UK GP's trust
BMJ Learning****

* Google Analytics average monthly data 2021

** GP Media Survey 2020 found that 90% of all UK GPs trust BMJ Learning



Bespoke Webinars and Roundtables

Delivering expert outputs to suit your objectives

Bespoke Webinars and Roundtables

BMJ can offer you a range of options that will work for your brand including:-

- Roundtable discussion with associated journal publication
- Medical education clinical update webinars
- Sponsored webinars
- Talking Heads
- Webinar panel discussions
- Podcast creation

Available as
virtual
or
in-person

All tailored around your specific learning needs and agenda.

Come to us with the topic and target audience and we can advise the best content outputs to reach and influence healthcare professionals.

Contact:



Jessica Peacock
Email: jpeacock@bmj.com
Tel: +44 (0)203 655 5605



Independent medical education solutions

Select from a **range of solutions** to showcase your expertise



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SPECIALTY JOURNAL SOLUTIONS | EVENTS

Considerations in medicine

NEW

Provides a comprehensive overview of treatments and best practice

This journal aims to provide balanced, expert overviews of the background and latest clinical developments in selected therapeutic areas, along with perspectives on future research. Publishing review articles highlighting the key points of specially commissioned roundtable discussions.

Focus on your therapy area or specific condition and showcase your expertise to a clinical audience.

Contact:



Simon Walker
Email: swalker@bmj.com
Tel: +44 (0) 7973 843668

CME
credits
applicable

Reprints and e-prints

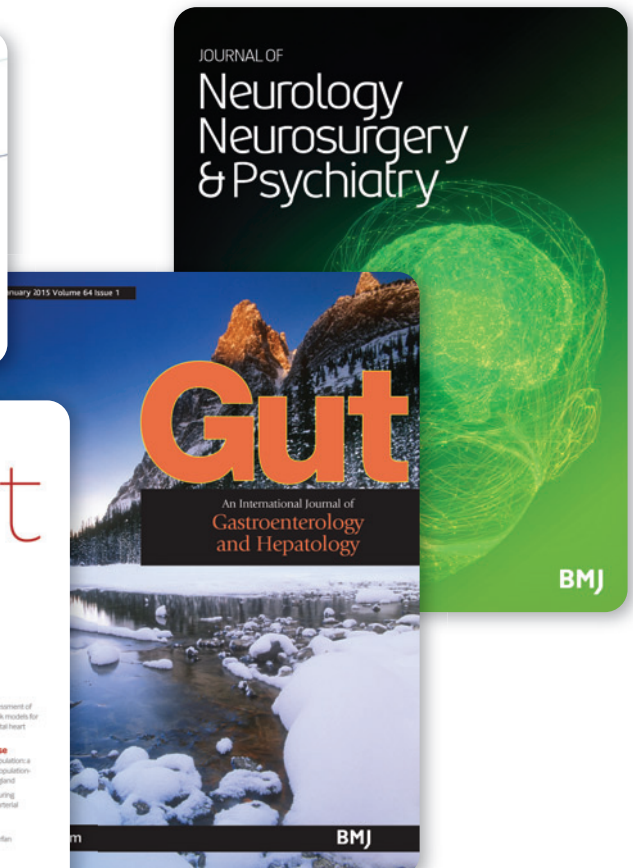
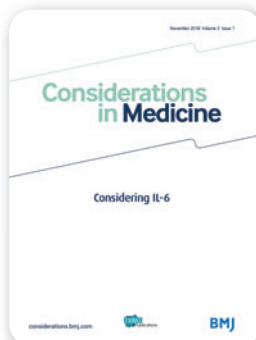
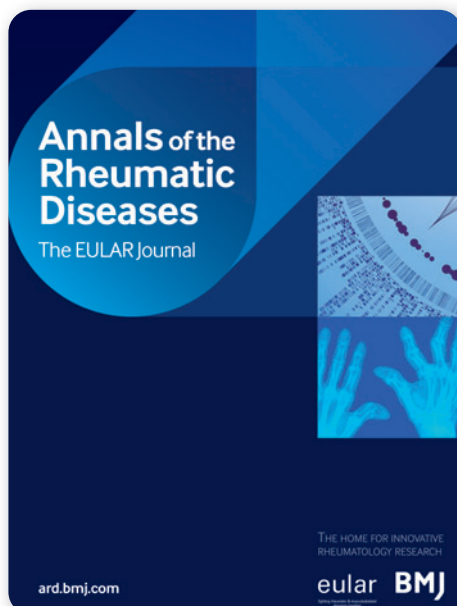
Article reprints are a long-established and trusted solution for engagement with healthcare professionals.

Find out more

Contact:



Nadia Gurney-Randell
Email: ngurney-randell@bmj.com
Tel: +44 (0)208 445 5825



Specialty journal solutions

67+ specialist titles - make your brand visible to clinicians

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HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | EMAIL | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | EVENTS

TARGET YOUR PREFERRED SPECIALTY USING THE JOURNAL BRANDS THAT USERS TRUST			ONLINE METRICS MONTHLY AVERAGE (GLOBAL)		EMAIL ALERTS OPTED-IN RECIPIENTS (GLOBAL)	
Audience / specialty	Relevant Publications	Print circulations	Page views	Unique visits	THIS WEEK IN <i>THE BMJ</i>	JOURNALS: NEW CONTENT ALERT
CARDIOLOGY	 Heart	400	65,123	41,370	8,260	5,325
EMERGENCY MEDICINE	 Emergency Medicine Journal	7,530	291,600	199,424	7,000	3,658
GASTROENTEROLOGY	 Gut,	2,025	302,161	255,000	2,800	6,846
	Frontline Gut 	2,025	22,050	16,309	2,800	1,595
NEUROLOGY AND PSYCHIATRY	 Journal of Neurology, Neurosurgery and Psychiatry,	225	381,522	332,365	3,159	5,085
	Practical Neurology 	2,845	123,797	63,739	4,500	2,767
OPHTHALMOLOGY	 British Journal of Ophthalmology	210	119,959	97,550	2,605	14,864
PAEDIATRICS	 Archives of Disease in Childhood	10,000 NEW digital e-book sent to qualified audience	649,731	402,740	6,545	8,934

**please ask your sales representative for the latest data count.*

Contact:



Sophie Fitzsimmons
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Tel: +44 (0) 20 3655 5612

For a full list of 67+ specialty titles and more information about journal content click here
journals.bmj.com

EACH MONTH 4.7 MILLION USERS VISIT OUR JOURNAL SITES

Specialty journal solutions

67+ specialist titles - make your brand visible to clinicians

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SPECIALTY JOURNAL SOLUTIONS | EVENTS

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Audience / specialty	Relevant Publications	Print circulations	Page views	Unique visits	THIS WEEK IN <i>THE BMJ</i>	JOURNALS: NEW CONTENT ALERT
PALLIATIVE CARE	 BMJ Supportive & Palliative Care	945	68,668	36,204	1,320	1,578
PHARMACY	 European Journal of Hospital Pharmacy	23,230	43,117	23,528	1,400	1,429
RESPIRATORY	 Thorax	2,750	262,978	229,788	3,000	5,993
RHEUMATOLOGY	 Annals of the Rheumatic Diseases	15,000 NEW digital e-book sent to qualified audience	300,818	246,769	1,850	6,276
SEXUAL AND REPRODUCTIVE MEDICINE	 BMJ Sexual & Reproductive Health	13,015	34,916	31,521	340	1,578
SPORTS MEDICINE	 British Journal of Sports Medicine	1,010	149,066	106,315	1,300	1,873

**please ask your sales representative for the latest data count.*

Contact:



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SPECIALTY JOURNAL SOLUTIONS | EVENTS

Specialties include:



- Anaesthesia
- Autoimmune disease
- Cardiology
- Diabetes & Endocrinology
- Emergency medicine
- Gastroenterology
- General Medicine
- Neurology
- Mental Health
- Quality Improvement
- Genetics
- Nursing
- Nutritional science
- Oncology
- Ophthalmology
- Paediatrics
- Pathology
- Pharmacy
- Psychiatry
- Public Health
- Reproductive and Sexual Health
- Respiratory
- Rheumatology
- Sports & Exercise

For the full listing
of the portfolio visit
journals.bmj.com



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HOSTED CONTENT | SPECIALTY CONTENT | PODCASTS | EMAIL | MEDICAL EDUCATION
SPECIALTY JOURNAL SOLUTIONS | **EVENTS**

Elevate your brand

If you are looking to network, generate leads, and increase brand awareness and engagement events give you the opportunity to make valuable connections in real-life and with virtual options available too! It is the best of both worlds to help achieve your marketing goals.

Speaking sessions

Showcase your brand, your content, and your outcomes. We can provide full guidance on how to create your session, with top-tips crafted by our experienced conference programme team.

Exhibition packages

Find out more about our tailored flexible packages and benefit from early involvement to give your brand greater visibility.



Choose from a range of events:

International Forum on Quality & Safety in Healthcare:

Gothenburg 30 March - 1 April 2022 • Sydney 6-8 June 2022 • Hong Kong - dates tba

Contact:



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Contact:



Simon Walker
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Tel: +44 (0) 7973 843668



Shape the
future of
healthcare



Bring together
leaders and
vision makers



Share
your
expertise



Make
the right
connections

Ask about the options
that will work for
your brand.

We can create a
bespoke solution
for you.



2022 rates

The BMJ print advertising rates

Format	The BMJ Clinical Research edition	The BMJ General Practice edition	The BMJ International/Retired edition	BMJ Student
DPS	£10,892	£10,535	£8,809	£4,773
WHOLE PAGE	£6,176	£6,003	£4,518	£2,772
HALF PAGE	£4,176	£4,062	£3,525	£2,249
THIRD PAGE	£3,908	£3,797	£3,082	

Journals

Format	Colour Spec
DPS	4 colour Mono £4,474 £2,527
WHOLE PAGE	4 colour Mono £2,236 £1,264
HALF PAGE	4 colour Mono £1,746 £873

The BMJ inserts

	Loose Inserts	Bound Inserts	Band Wrappers
The BMJ Editions*	CR GP	CR GP	CR GP
TOTAL COST	£12,484 £4,967	£24,968 £9,934	£29,129 £11,590
SURCHARGE OVER 10GMS	£197 £92	£178 £92	
TARGETED INSERTS (BELOW 10,000)	£3,565 £3,565	£6,421 £6,421	£7,375 £7,375

* The BMJ Clinical Research Edition (The BMJ CR) or The BMJ General Practice Edition (The BMJ GP)

Digital rates

LEADERBOARD 728 x 90 pixels	CPM £75*
MPU (MID PAGE UNIT) 300 x 250 pixels	CPM £75*
BILLBOARD 900 x 250 pixels	CPM £80*
EXPANDABLE (LEADERBOARD & MPU)	CPM £80
SPONSORSHIP OF SPECIALTY TOPIC PAGES 728x90, 300 x 250 6 months 12 months	£25,000 £45,000
EMAIL ALERTS GP send Hospital doctor alerts	£1,800 £1,500
BMJ HOSTED Per month	£2,750

* CPM is the abbreviation for cost per 1,000 impressions, which refers to the number of times your advertisement is seen or downloaded onto a specific page.



Connecting you
with clinicians
bmj.com/company