

Connecting you with clinicians

Reach
2m+
healthcare
professionals



Our mission

BMJ is a global healthcare knowledge provider with a vision for a healthier world. We share knowledge and expertise to improve healthcare outcomes.

Our flagship journal, The BMJ keeps clinicians and researchers up-to-date on the latest medical advances.

Advertise your brand in one of the top 5 medical journals in the world.

Increase your brand awareness

The BMJ has an impressive US online audience which will make your brand visible to a huge range of clinicians

"Interact digitally with our audience, there are lots of choices for you"

CALL ME NOW

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KEY WEBSITE STATS - US TRAFFIC

Available page impressions:

22,843,204

Users per month

893,099

Page views per month

1,339,900

Sessions per month

1,013,000

Source: Google Analytics: Monthly average
Aug 2022 - July 2023 all data based on traffic from USA



Digital advertising opportunities

NEW: Contextual advertising

Take your campaigns to the next level by targeting users on precisely the page where they are reading about the condition your product is used to treat. Contextual advertising ensures that your product message is making the greatest impact a banner ad can make.

- Exceptional targeting by keyword/phrase
- Greater responsiveness demonstrated by improved click-thru rates (CTR)
- Granular reporting: know the ROI of each keyword/phrase

To find out how to get started, please contact Jim Cunningham
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Office: 201-767-4170 | Cell: 201-394-4426



Showcase your own content on BMJ Hosted

- Hosted text, video, images
- Promotion for the duration of your campaign
- Specialties can be targeted
- Design service to support your campaign

A composite image showing a tablet displaying a grid of various medical products and a smartphone displaying a promotional banner for Nicorette. The tablet screen shows logos for Boehringer Ingelheim, Praxair, Cosentyx, Roche Foundation Medicine, Nicorette, NAPP, MonoFer, and Nutricia. The smartphone screen shows a banner for Nicorette with the text "ARE YOU DOING ALL YOU CAN TO HELP PEOPLE WITH COPD STOP SMOKING?". An orange circle with the text "SHOWCASE YOUR OWN CONTENT" is overlaid on the bottom right of the image.

Hosted content
available across our
whole journal portfolio

Digital advertising opportunities

We are proud of the world-class content BMJ provides – associate your brand with our credibility to influence your target market.

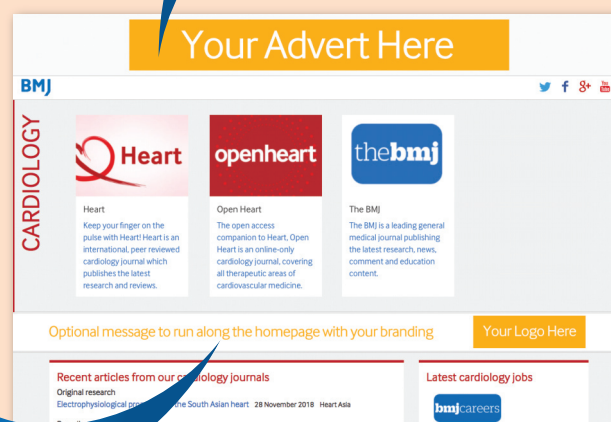
Specialty topic pages

Keeping up to date is hard work for doctors. Anything which makes that task easier is good news for busy clinicians, and for advertisers and sponsors too.

- Leaderboard advert placed on gateway entry point
- Your logo viewable with optional message to run alongside
- Guaranteed page impressions
- Geo and keyword targeting available

optional message to run on homepage

View your advert here



Email advertising opportunities

Target clinical specialties with ease via The BMJ weekly alert

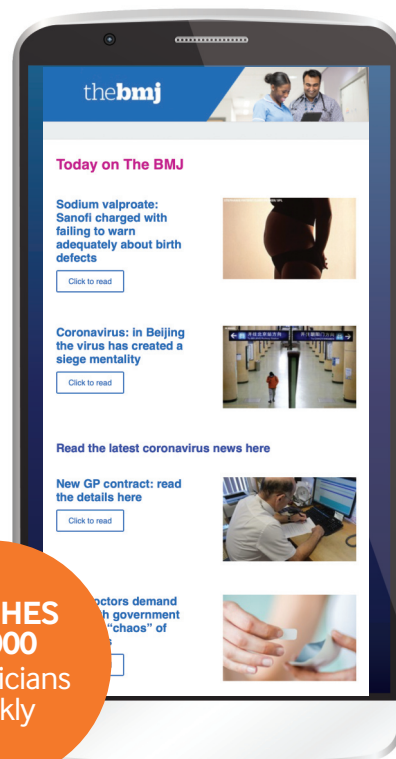
Run across our full portfolio of content. Simply tailor your message by location and audience. We make it easy for you to target the right clinician.

- Smartphone friendly ad formats
- Advert positioned next to content
- Choice of location of advert

Total US distribution 61,000 - Breakdown by specialty

Acute medicine	General (Internal) Medicine
Cardiology	Neurology
Dermatology	Oncology
Diabetes / endocrinology	Pediatrics
Emergency medicine	Psychiatry
Family physicians	Respiratory
Gastroenterology	Rheumatology

More specialties available - please ask for more information.



REACHES 61,000 US clinicians weekly

Digital advertising rate card

	Pixels	Rate (*CPM)
Leaderboard	728 x 90	\$88
Mid Page Unit (MPU)	300 x 250	\$92
Website Mobile	320 x 100	\$88

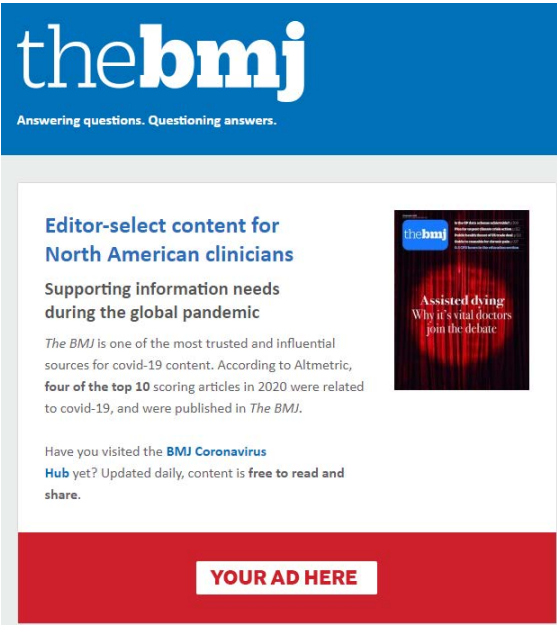
Specification
File type Gifs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 150k.
Deadline to receive material 5 working days prior to deployment.
**CPM cost per 1,000 impressions*

E-Newsletter sponsorship

Content is selected by the US Editorial team, highlighting key research and relevant news.

- Sent to 10,000 US opted-in internal medicine specialists each month
- Content is hand picked by US Editor - Elizabeth Loder, MD, MPH

**Gain exclusivity
with annual sponsorship**



The screenshot shows the top portion of an email newsletter from 'thebmj'. The header is blue with the logo 'thebmj' and the tagline 'Answering questions. Questioning answers.' Below this, the main content area has a white background. It features a section titled 'Editor-select content for North American clinicians' with a sub-header 'Supporting information needs during the global pandemic'. The text below mentions that The BMJ is a trusted source for COVID-19 content and that four of the top 10 scoring articles in 2020 were related to COVID-19. To the right of the text is a small thumbnail image of a BMJ article cover titled 'Assisted dying: Why it's vital doctors join the debate'. At the bottom of the newsletter preview is a red banner with the text 'YOUR AD HERE' in white.



bmj.com/company