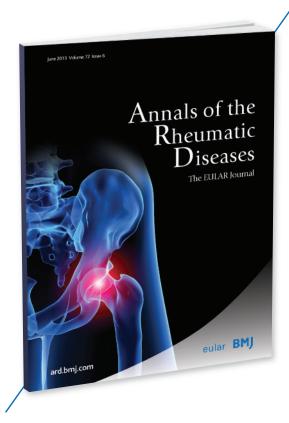
# Annals of the Rheumatic Diseases

THE NO.1
JOURNAL
TO REACH
RHEUMATOLOGISTS

ADVERTISE WITH ARD AND REACH HIGHLY INFLUENTIAL RHEUMATOLOGISTS



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

- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables NEW

Annals of the Rheumatic Diseases (ARD) is an international peer review journal committed to promoting the highest standards of scientific exchange and education. It covers all aspects of rheumatology, which includes the spectrum of musculoskeletal conditions, arthritic disease, and connective tissue disorders. ARD publishes basic, clinical, and translational scientific research. Concise scientific communication is encouraged and peer reviewed proceedings of international meetings are featured.

ARD is the official journal of EULAR - the European League Against Rheumatism and all (scientific) delegates to the annual EULAR congress receive a complimentary 12 month subscription to the journal.

Sent to over 11,660 rheumatologists (increasing to 15,910 during EULAR) this fully peer reviewed journal is the leading journal title within rheumatology.

#### **INFORMATION ABOUT THIS TITLE**

Editor:	Tore K Kvien	
Frequency:	Monthly	
Print Circulation:	11,660 (bumper circulation in June 15,910)	
Online Data:	Monthly page views 312,518* Unique visitors 118,261*	
	*Source: Google Analytics October 2015	



## Annals of the Rheumatic Diseases

### ARD online ard.bmj.com

ARD online offers the opportunity to target your products through banner and skyscraper advertising. There are a full range of digital opportunities available.

#### BANNER / LEADERBOARD

Eye catching prominence at the top of every page

#### SKYSCRAPER

Your message runs alongside relevant content

#### MID PAGE UNIT

Prominent central position to maximise your exposure



#### **ONLINE ADVERTISING RATES**

	Pixels	Rate	Minimum Charge
Banner Ad	468 x 60	£40 per 1,000 impressions	£1,000 for 25,000 impressions
Leaderboard advert	728 x 90	£50 per 1,000 impressions	£1,250 for 50,000 impressions
Skyscraper advert	120 x 600	£50 per 1,000 impressions	£1,250 for 50,000 impressions
Superskyscraper advert	160 x 600	£50 per 1,000 impressions	£1,250 for 20,000 impressions
Mid page unit	300 x 250	£50 per 1,000 impressions	£1,250 for 20,000 impressions

FOR MORE INFORMATION ON ONLINE ADVERTISING, AND TO DISCUSS YOUR CAMPAIGN REQUIREMENTS PLEASE CONTACT:

Marc Clifford Online Sales Manager BMJ

Tel: + 44 (0)20 7383 6161 Email: mclifford@bmj.com

#### **Print advertising**

#### in ARD

ARD offers the opportunity to present your product in a journal targeting decision makers within rheumatology.

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.

#### **DISPLAY ADVERTISING RATES**

Ad Format	Ratecard
DPS	
4 col	£4,175
Mono	£2,358
Full page	
4 col	£2,087
Mono	£1,179
Half page	
4 col	£1,629
Mono	£814
Quarter page	
4 col	£862
Mono	£556

available on request. All technical advertising specifications are available on request

#### **Publishing Deadlines For 2016**

March - 26th January	August - 23rd June	
<b>April -</b> 24th February	September - 26th July	
May - 22nd March	October - 23rd August	
June - 22nd April	November - 26th September	
<b>July -</b> 25th May	<b>December -</b> 26th October	

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

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