BJGP

BRINGING RESEARCH TO CLINICAL PRACTICE

RATE CARD



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REACH OVER 53,000 GPs

The BJGP is an international journal publishing research, analysis, and clinical guidance for family practitioners and primary care researchers worldwide. It has established itself as one of the leading journals of family medicine in the world.

- Published monthly in print and digital versions and promoted to over 50,000 members, fellows, and associates of the Royal College of General Practitioners (RCGP), opinion-forming leaders in the UK, health organisations, and subscribers in more than 50 countries worldwide.
- Editorially independent of the RCGP and read by key decision makers and opinions leaders.
- Each month the issue (48-56 pages) contains research, reviews, analysis, clinical practice, correspondence, as well as appointments, conference and course information.
- Our research summaries are of key, peer reviewed papers, linked to the full report which is published online on the BJGP website: **bjgp.org.**

Why advertise in the BJGP?

- In 2022 bjgp.org had 1.47 million users and 4.7 million page views.
- Offers a targeted audience of qualified and practising GPs.
- Provides a cost effective channel for communicating with large numbers of increasingly influential GPs.
- Its readership represents easily the largest membership base of practising GPs.
- Consistently rated as the most valued member benefit by RCGP members.
- Consistently ranked as the most accessed member benefit by RCGP members.
- Offers very engaged, stable and loyal readership meaning more attention will be paid to your advertisement.
- Its low cost per thousand rates offers unrivalled value for money.
- Its low advertising to editorial ratio significantly improves the readership opportunity for your advertisement.
- BJGP is recognised as a valuable and trusted source of important information by its readership.
- BJGP has a reputation for delivering the high quality information and research which influences clinical practice.
- Advertisements have a shelf-life long beyond the current issue.

Production Schedule

Issue	Booking deadline	Artwork deadline	Issue Date
Jan-27	27-Nov	04-Dec	01-Jan
Feb-27	08-Jan	15-Jan	29-Jan
Mar-27	05-Feb	12-Feb	26-Feb
Apr-27	05-Mar	12-Mar	02-Apr
May-27	02-Apr	09-Apr	30-Apr
Jun-27	30-Apr	07-May	28-May
Jul-27	04-Jun	11-Jun	25-Jun
Aug-27	02-Jul	09-Jul	30-Jul
Sep-27	06-Aug	13-Aug	27-Aug
Oct-27	03-Sep	10-Sep	01-Oct
Nov-27	01-Oct	08-Oct	29-Oct
Dec-27	05-Nov	12-Nov	26-Nov

Digital/Online on BJGP.org: To be sent at least 5 working days before going live.
BJGP Ebulletin: 10th of the month.
Digital/Online on elearning.rcgp.org.uk: To be sent at least 5 working days before going live.
Learning ebulletins: 1st of the month.

Advertising opportunities

The Journal offers display and classified advertising, carrier sheet advertising. To get the best deal, spread your advertising campaign over a number of issues and different medias to get significant discounts.

Display advertisements

Display advertising plays a key part in informing and educating your target market, as well developing brand image and encouraging brand loyalty. It can also help your organisation convey the positioning of the brand and influence buying decisions.

Placing a display advertisement within the BJGP will help your organisation develop and then maintain brand awareness among your target audience of practising GPs and offers you an unrivalled opportunity to increase the awareness of your product or service.

Display and advertorial rates

Frequency	1x	3x	6x	12x	Dimensions
DPS (Bleed)	£2,450	£2,335	£2,275	£2,095	426mm(w) x 303mm(h)
Whole page (Bleed ad, or advertorial)	£1,840	£1,750	£1,695	£1,560	190mm(w) x 277mm(h) – Type area 210mm(w) x 297mm(h) – Trim size 216mm(w) x 303mm(h) – Bleed size
Half page (Ad or advertorial)	£1,165	£1,130	£1,105	£1,010	Horizontal 180mm(w) x 122mm(h) or Vertical 88mm(w) x 248mm(h)
Third page column (Ad or advertorial)	£730	£690	£660	£620	56mm(w) x 235mm(h)
Quarter page	£600	£570	£550	£505	Vertical 88mm(w) x 122mm(h) or Horizontal 180mm(w) x 59mm(h)

Guaranteed cover positions available for an additional £250

Contents banner rates

Quarter page	£775	£735	£720	£660	180mm(w) x 70mm(h)
Eighth page	£430	£410	£395	£365	180mm(w) x 35mm(h)

Classified advertisements

Provide an excellent cost effective means of putting a short message across to a wide audience of practising GPs.

Classified advertising rates

Frequency	1x	3x	6x	12x	Dimensions
DPS (Bleed)	£2,065	£1,960	£1,910	£1,755	426mm(w) x 303mm(h)
Whole page (Bleed ad)	£1,276	£1,212	£1,180	£1,080	190mm(w) x 277mm(h) – Type area 210mm(w) x 297mm(h) – Trim size 216mm(w) x 303mm(h) – Bleed size
Whole page (Type area ad)	£1,276	£1,212	£1,180	£1,080	180mm(w) x 240mm(h)
Half page	£880	£835	£810	£745	Horizontal 180mm(w) x 118mm(h) or Vertical 88mm(w) x 240mm(h)
Quarter page	£545	£515	£500	£465	Vertical 88mm(w) x 118mm(h) or Horizontal 180mm(w) x 57mm(h)
Eighth page - Business Card size	£265	£255	£245	£225	88mm(w) x 57mm(h)

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Carrier sheet

Advertise on the carrier sheet – your advertisement will be the first thing readers will see when receiving the printed Journal.

Carrier Sheet advertising rates

Frequency	1x	3x	6x	12x	Dimensions
Rectangle	£432	£410	£400	£365	132mm(w) x 62mm(h)

Online advertising

Discounts will apply for CPM multi packages.

BJGP.org/BJGPOpen.org websites

	Estimated CTR	CPM Rate	Dimensions
Billboard	0.15%	£40	970px(w) x 250px(h)
Superleaderboard or Leaderboard	0.07%	£35	970px(w) x 90px(h) 728px(w) x 90px(h)
Mobile leaderboard	0.04%	£28	320px(w) x 50px(h
MPU on numerous pages	0.02%	£25	300px(w) x 250px(h)

BJGP eBulletin

	UK Only	Dimensions
Banner	£1,350	600px(w) x 90px(h)

Artwork specification

Advertorials

The BJGP green advertising banner with the words Advertisement Feature will appear above all advertorials.

Materials required

Artwork must be supplied in one of the following formats: High resolution print-quality CMYK PDF (preferred); Adobe Illustrator EPS format with all fonts converted to outlines; Adobe Photoshop (any file type) at 300dpi; or Adobe Indesign, including all support files, screen and printer fonts.

Supplying a PDF

Single page format in Acrobat version 4.05 or above. Please make sure that DPS adverts are supplied as two separate files indicating left and right hand pages leaving 10mm (5mm either side) for gutter allowance.

Cancellation notice

14 days prior to copy date.

Contact Susie Smith for information on rates and discounts

E: bjgp@lansdownepublishing.com T: 0161 872 6667

We offer a 10% discount to registered charities and agencies, fellows, members and associates of the RCGP. All prices are subject to VAT.