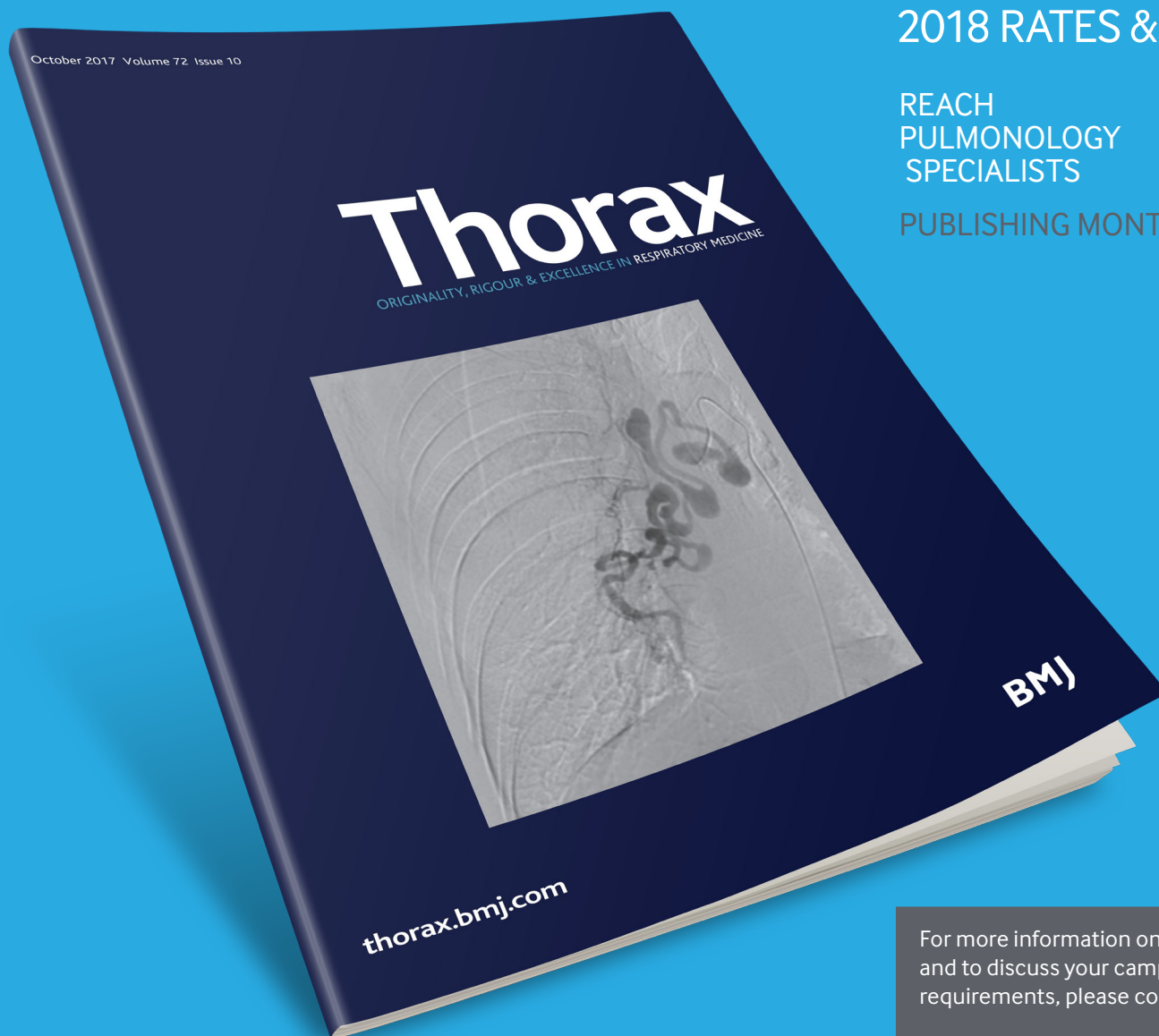


Thorax

An official journal of the British Thoracic Society



2018 RATES & DATA

REACH
PULMONOLOGY
SPECIALISTS

PUBLISHING MONTHLY

For more information on advertising,
and to discuss your campaign
requirements, please contact:

RON GORDON

National Accounts Manager
American Medical Communications

(973) 214-4374

rgordon@americanmedicalcomm.com

**Frequency
discounts
available!**
Ask your sales rep
for details.

thorax.bmj.com

BMJ

Thorax

2018 RATES & DATA



Thorax is one of the world's leading respiratory medicine journals, publishing clinical and experimental research articles on respiratory medicine, paediatrics, immunology, pharmacology, pathology, and surgery.

Thorax seeks to publish significant advances in scientific understanding, which are likely to impact on clinical practice. This includes articles concerning basic and translational mechanisms with application to clinical material (cell and molecular biology, genetics, epidemiology, and immunology).

About THORAX

Editor:	Josef Smolen
Frequency:	Monthly
Global Print Circulation:	3,100
Online data*:	U.S. page impressions per month 25,295
	U.S. visits per month 38,149

**Source: Google Analytics Monthly Average January - June 2017*

Print and online advertising options available as well as tailored packages including:

- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- web focus
- cover tips
- eToc alert advertising
- e-Newsletter advertising
- Controlled print circulation
- Print cover wraps

ONLINE ADVERTISING

thorax.bmj.com

Thorax online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.

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Banner/Leaderboard

Eye catching prominence at the top of every page

Thorax

THORAX

2018 Rates & Data

The screenshot shows the Thorax journal homepage. At the top, there is a blue navigation bar with 'Thorax' and links for 'Latest content', 'Current issue', 'Archive', 'Authors', and 'About'. Below the navigation bar, a blue banner/leaderboard is positioned at the top of the main content area. The main content area features several sections: 'LATEST CONTENT' with a list of articles, 'MOST READ ARTICLES' with a list of popular articles, 'PUBLISH IN THIS JOURNAL' with links for 'Instructions for authors', 'Author toolbox', and 'Submit a paper', and 'RELATED JOURNALS' with a link to 'BMJ OPEN RESPIRATORY RESEARCH'. The footer contains a grid of links for 'CONTENT', 'JOURNAL', 'AUTHORS', and 'HELP', along with social media icons and a 'Feedback form' link.

ONLINE ADVERTISING RATES

	Pixels	Rate	Minimum charge
Mobile banner	320 x 50	\$70 per 1,000 impressions	\$1,710 for 25,000 impressions
Leaderboard	728 x 90	\$70 per 1,000 impressions	\$3,415 for 50,000 impressions
Skyscraper	120 x 600	\$70 per 1,000 impressions	\$3,415 for 50,000 impressions
Superskyscraper	160 x 600	\$70 per 1,000 impressions	\$1,365 for 20,000 impressions
MPU (Mid page unit)	300 x 250	\$75 per 1,000 impressions	\$1,840 for 25,000 impressions
Expandable Skyscraper	160 x 600 x 240	\$80 per 1,000 impressions	\$3,940 for 50,000 impressions

PRINT ADVERTISING

Thorax

THORAX 2018 Rates & Data

Thorax offers the opportunity to present your product in a journal targeting decision makers in Pulmonology.

We guarantee your advertisement 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.

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Display Advertising Rates

Format	Rate Card	Specifications
Quarter page	Color \$ 1,420	3-1/2" (w) x 4-7/8" (h)
	B/W \$ 915	
Half page	Color \$ 2,685	Horizontal - 7-3/8"(w) x 4-3/4"(h) Vertical = 3-1/2"(w) x 9-1/2"(h)
	B/W \$ 1,340	
Full page	Color \$ 3,440	Bleed - 8-1/4"(w) x 11-1/4"(h) Trim - 8-1/4"(w) x 11"(h) Live area - 7-3/8"(w) x 9-1/2"(h)
	B/W \$ 1,945	
Double-page spread	Color \$ 6,880	Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)
	B/W \$ 3,885	

Publishing Deadlines for 2018

Issue	Final Selling Date	Artwork Due
January	November 27, 2017	December 5, 2017
February	December 18, 2018	January 5, 2018
March	January 24, 2018	February 6, 2018
April	February 21, 2018	March 6, 2018
May	March 20, 2018	April 5, 2018
June	April 19, 2018	May 7, 2018
July	May 22, 2018	June 5, 2018
August	June 21, 2018	July 5, 2018
September	July 24, 2018	August 6, 2018
October	August 22, 2018	September 4, 2018
November	September 20, 2018	October 4, 2018
December	October 24, 2018	November 6, 2018