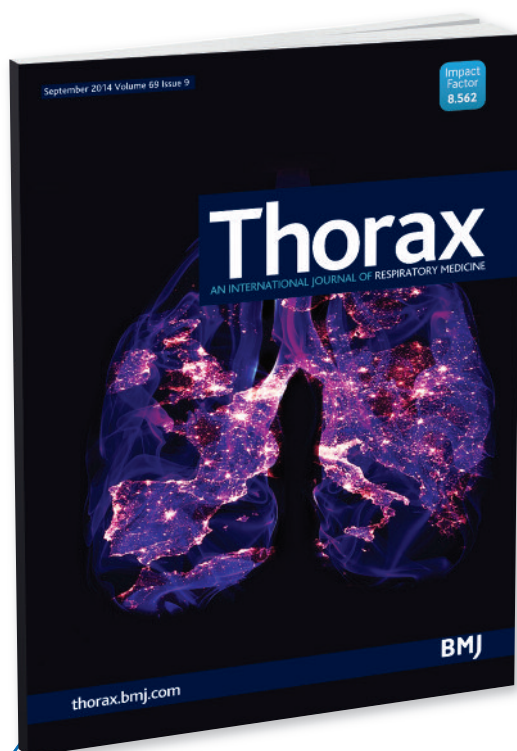


Thorax

AN INTERNATIONAL JOURNAL OF
RESPIRATORY MEDICINE

**ADVERTISE IN ONE OF THE
LEADING JOURNAL TITLES
WITHIN RESPIRATORY
MEDICINE**

READ BY MORE
CONSULTANTS*
THAN ANY OTHER
RESPIRATORY
TITLE



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* is one of the highest ISI ranked journals covering all aspects of pulmonary medicine. Each issue covers topics such as COPD, asthma, smoking, respiratory infection and lung cancer.

Thorax is the official journal of the British Thoracic Society (BTS).

WITH A CIRCULATION OF 2,900 AND AN AVERAGE ISSUE READERSHIP OF 73%* FROM UK RESPIRATORY CONSULTANTS, THORAX SHOULD BE YOUR NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

* Source: Hospital Readership Survey 2015

INFORMATION ABOUT THIS TITLE

Editor:	Andy Bush & Ian Pavord	
Frequency:	Monthly	
Print Circulation:	2,900	
Online data**:	Monthly page views	215,104**
	Monthly unique users	100,990**

**Source: Google Analytics October 2015

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

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

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Thorax 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 Thorax

Thorax offers the opportunity to present your product in a journal targeting decision makers within respiratory medicine.

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

Rates for loose inserts and bound inserts are available on request. All technical advertising specifications are available on request

PUBLISHING DEADLINES FOR 2016

March - 29th January	August - 28th June
April - 29th February	September - 28th July
May - 30th March	October - 26th August
June - 27th April	November - 28th Sept
July - 27th May	December - 31st October

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

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