The British Journal of Ophthalmology (BJO) is an international peer-reviewed journal for ophthalmologists and visual science specialists. The journal publishes clinical investigations, clinical observations, and clinically relevant laboratory investigations related to ophthalmology. There are sections for ‘Innovations’ and ‘Global issues’ where surgical, diagnostic and therapeutic innovations are published.

**Information about this title**

Editor:
- Keith Barton, Moorfields Eye Hospital, London, UK
- Jost Jonas, Ruprecht-Karls-University of Heidelberg, Heidelberg, Germany
- James Chodosh, Massachusetts Eye and Ear Infirmary, Boston, USA

Frequency: Monthly

Print Circulation: 835

Online data**:
- Monthly page views: 128,047**
- Monthly unique users: 51,454**

**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
BJO online
bjo.bmj.com

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

**Online Advertising Rates**

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Rate</th>
<th>Minimum Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>£40 per 1,000 impressions</td>
<td>£1,000 for 25,000 impressions</td>
</tr>
<tr>
<td>Leaderboard advert</td>
<td>£50 per 1,000 impressions</td>
<td>£1,250 for 50,000 impressions</td>
</tr>
<tr>
<td>Skyscraper advert</td>
<td>£50 per 1,000 impressions</td>
<td>£1,250 for 50,000 impressions</td>
</tr>
<tr>
<td>Superskyscraper advert</td>
<td>£50 per 1,000 impressions</td>
<td>£1,250 for 20,000 impressions</td>
</tr>
<tr>
<td>Mid page unit</td>
<td>£50 per 1,000 impressions</td>
<td>£1,250 for 20,000 impressions</td>
</tr>
</tbody>
</table>

**Print advertising in BJO**

BJO offers the opportunity to present your product in a journal targeting decision makers within ophthalmology.

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**

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Ratecard</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>£4,175</td>
</tr>
<tr>
<td>Mono</td>
<td>£2,358</td>
</tr>
<tr>
<td>Full page</td>
<td>£2,087</td>
</tr>
<tr>
<td>Mono</td>
<td>£1,179</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,629</td>
</tr>
<tr>
<td>Mono</td>
<td>£814</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£862</td>
</tr>
<tr>
<td>Mono</td>
<td>£556</td>
</tr>
</tbody>
</table>

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

**Publishing deadlines for 2016**

February - 5th January  
March - 8th February  
April - 3rd March  
May - 5th April  
June - 5th May  
July - 7th June

August - 6th July  
September - 3rd August  
October - 7th September  
November - 6th October  
December - 7th November

**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

**For more information on print advertising and tailored packages, please contact:**

Sophie Fitzsimmons
Sales Executive
BMJ
Tel: +44 (0) 20 7383 6783
Email: sfitzsimmons@bmj.com