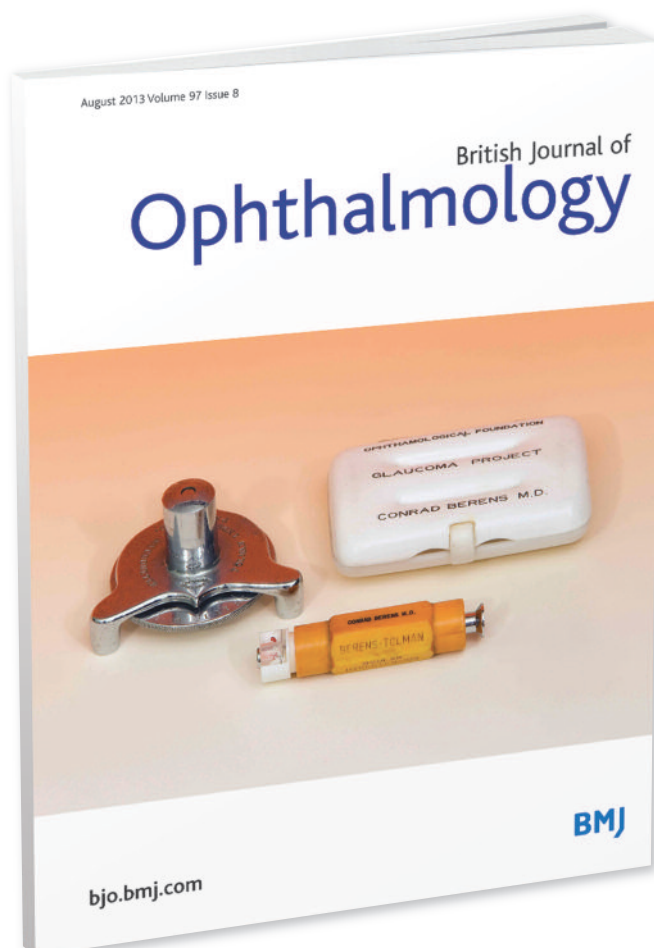


British Journal of Ophthalmology

**ADVERTISE WITH BJO AND
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OPHTHALMOLOGISTS**



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**

British Journal of Ophthalmology

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Eye catching prominence at the top of every page

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	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

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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

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

February - 5th January	August - 6th July
March - 8th February	September - 3rd August
April - 3rd March	October - 7th September
May - 5th April	November - 6th October
June - 5th May	December - 7th November
July - 7th June	

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

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