

2020 Advertising Rate Card

BJOG: An International Journal of Obstetrics & Gynaecology

BJOG is an editorially independent publication owned by the Royal College of Obstetricians and Gynaecologists. The Journal publishes original peer-reviewed work in all areas of obstetrics and gynaecology including contraception, gynaecological urology, fertility, gynaecological oncology, clinical practice, midwifery, maternal medicine, foetal medicine, gynaecological endocrinology, infertility, reproductive medicine, genitourinary medicine, sexual medicine, prenatal diagnosis, perinatology, cytopathology, general gynaecology, community gynaecology, family planning, epidemiology, reproductive ethics, research into medical education, menopause and operative gynaecology. Its aim is to publish the highest quality of medical research in women's health worldwide.

Contact information

corporatesaleseurope@wiley.com

Editorial information

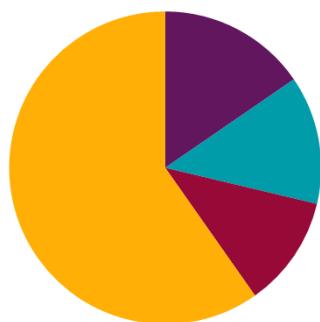
Khalid S Khan, MRCOG
bjog@editorialoffice.co.uk

Impact Factor 5.193

Audience

Clinicians working in the fields of urology, nephrology, oncology, radiology, gynaecology, andrology, surgery and paediatrics. All members of the British Association of Urological Surgeons, other affiliated society members, university and pharmaceutical company libraries receive this publication.

Circulation: 433



■ UK 77
■ USA 57
■ Europe 44
■ Rest of world 265



The British Association
of Urological Surgeons



Advertising Rates

Ad size	2020 Price
Premium position	£2,133
Full page colour	£1,892
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
Double page spread	£3,790

Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information

Issue & closing dates

x12 issues a year with an additional themed issue in January

Issue Date	Booking deadline	Materials due	Publication date
127:1	21 Nov 19	28 Nov 19	19 Dec 19
127:2 (themed)	21 Nov 19	28 Nov 19	19 Dec 19
127:3	20 Dec 19	27 Dec 19	17 Jan 20
127:4	22 Jan 20	29 Jan 20	19 Feb 20
127:5	19 Feb 20	26 Feb 20	18 Mar 20
127:6	20 Mar 20	27 Mar 20	17 Apr 20
127:7	17 Apr 20	24 Apr 20	15 May 20
127:8	20 May 20	27 May 20	17 Jun 20
127:9	19 Jun 20	26 Jun 20	17 Jul 20
127:10	17 Jul 20	24 Jul 20	14 Aug 20
127:11	20 Aug 20	27 Aug 20	17 Sept 20
127:12	18 Sept 20	25 Sept 20	16 Oct 20
127:13	21 Oct 20	28 Oct 20	18 Nov 20

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Additional advertising solutions

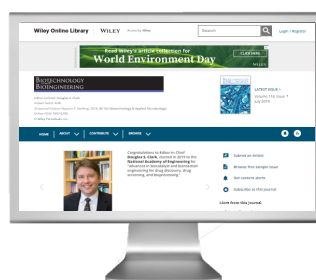


ePDF advertising

A PDF article advertisement is an exclusive cover page advertisement, 10x larger than the average digital placement. It enables you to deliver your marketing message with an exclusive placement. High visibility, and excellent performance metrics demonstrates the impactful nature of the position.

Average CTR

7.7%



Online advertising

Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

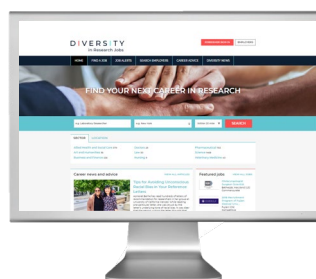
Average CTR
Unique users
Average page views

0.04%
222,768
529,404



eTOC, Issue Alert & Society email advertising

Email advertising provides contextual advertising opportunities to engage highly-targeted, influential communities of decision makers and opinion leaders in key markets around the world. Society issue alerts include exclusive use of the Society member list with signed approval.



Recruitment advertising

Diversity in Research is a full service job board dedicated to expanding diversity in the fields of science, technology, law healthcare and business. Our job postings appear alongside research journal articles published on Wiley Online Library, so you can be sure your job will be seen by a diverse array of researchers, including people of color, veterans, and LGBTQ individuals.

For additional educational, messaging and engagement solutions, please contact
corporatesaleseurope@wiley.com

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Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	245mm x 180mm	282mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	
Quarter page	120mm x 90mm	
Double page spread	245mm x 360mm	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px



Full page
non-
bleed

1/2
page
vertical

1/2
page
horizontal

1/4
page



MPU

Leaderboard

Advertising information

Binding: Saddle-wired

Files must be press-optimised PDF files supplied in CMYK for colour ads, and greyscale for black and white, with crop marks. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

In the rare event of artwork being accepted after the deadline, the publisher reserves the right to amend the files if they do not conform to our specifications and cannot be held responsible for the quality of advertisements. All submitted artwork will automatically be used as repeat copy for repeat bookings unless notification is given to the publisher in advance of all relevant issue artwork deadlines.

Online adverts

Acceptable file formats are GIF/JPEG, Flash, and 3rd Party Tags (preferably HTML or javascript code)

We can accommodate animated gifs. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change. For interactive banners please supply the link to further information. This link must be in the form of a URL of another web page. For flash creative please contact the team prior to build to ensure files meet ad-server guidelines or requirements
Maximum file size = 39kB

Please submit all creative to our print advertising production specialist, Sarah Young at syoung@wiley.com

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