

2020 Advertising Rate Card

BJU International

BJUI is one of the most highly respected medical journals in the world, with a truly international range of published papers and appeal. Every issue gives invaluable practical information in the form of original articles, reviews, comments, surgical education articles, and translational science articles in the field of urology. BJUI employs topical sections, and is in full colour, making it easier to browse or search for something specific.

BJUI is constantly innovating to provide the urology community with a journal that is fresh in appearance and easy to read. The journal is divided into sections and in full colour making it easier to read, and is presented with additional features and supporting discussions on our website: www.bjui.org.

Accompanying BJUI are regular supplements on topics of current interest in urology.

Contact information

corporate@wiley.com

Editorial information

Editor: Prokar Dasgupta – prokar.dasgupta@bjui.info

Managing editor: Scott Millar – scott.millar@bjui.info

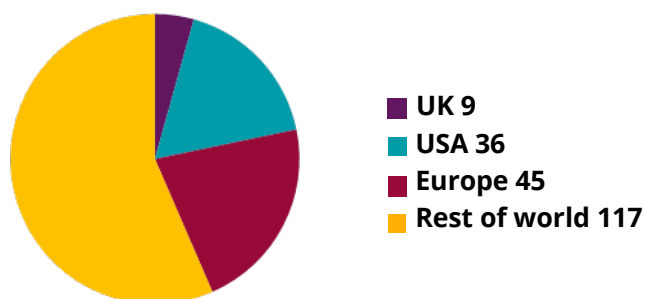
Impact Factor 4.524

Audience

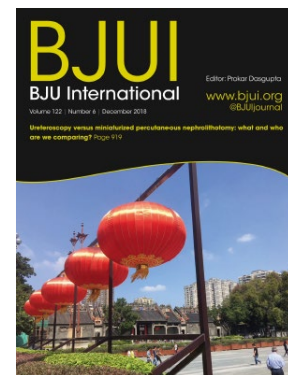
Clinicians working in the fields of urology, nephrology, oncology, radiology, gynaecology, andrology, surgery and paediatrics. All members of the British Association of Urological Surgeons, other affiliated society members, university and pharmaceutical company libraries receive this publication.

Circulation: 207

* The main UK affiliate society is moving to online-only



The British Association
of Urological Surgeons



Advertising Rates

Ad size	2020 Price
Premium position	£2,048
Full page colour	£1,816
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
Double page spread	£3,214

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

Issue & closing dates

Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
125:1	21 Nov 19	28 Nov 19	20 Dec 19
125:2	26 Dec 19	02 Jan 20	24 Jan 20
125:3	23 Jan 20	30 Jan 20	21 Feb 20
125:4	20 Feb 20	27 Feb 20	20 Mar 20
125:5	23 Mar 20	30 Mar 20	19 Apr 20
125:6	23 Apr 20	30 Apr 20	22 May 20
126:1	25 May 20	01 Jun 20	22 Jun 20
126:2	25 Jun 20	02 Jul 20	24 Jul 20
126:3	23 Jul 20	30 Jul 20	21 Aug 20
126:4	24 Aug 20	31 Aug 20	21 Sept 20
126:5	24 Sept 20	01 Oct 20	23 Oct 20
126:6	22 Oct 20	29 Oct 20	20 Nov 20

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Additional advertising solutions



Online advertising

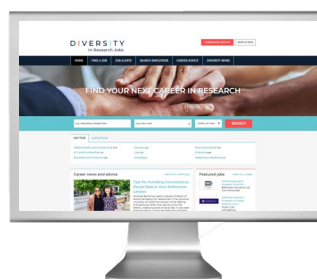
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.04%
Unique users	100,253
Average page views	182,019



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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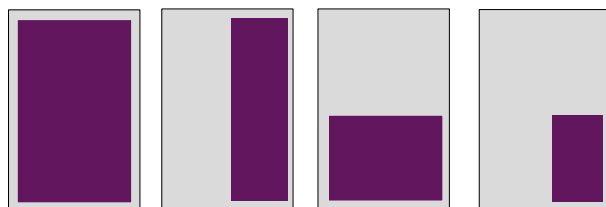
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Mechanical Requirements

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

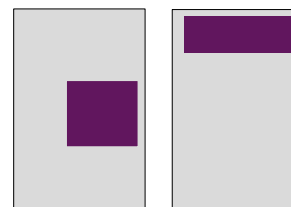


Full page
non-
bleed

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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