

# Gut

An official journal of the British Society of Gastroenterology



## 2018 RATES & DATA

REACH  
GASTROENTEROLOGY  
SPECIALISTS

PUBLISHING MONTHLY

For more information on advertising,  
and to discuss your campaign  
requirements, please contact:

**RON GORDON**

National Accounts Manager  
American Medical Communications

(973) 214-4374

[rgordon@americanmedicalcomm.com](mailto:rgordon@americanmedicalcomm.com)

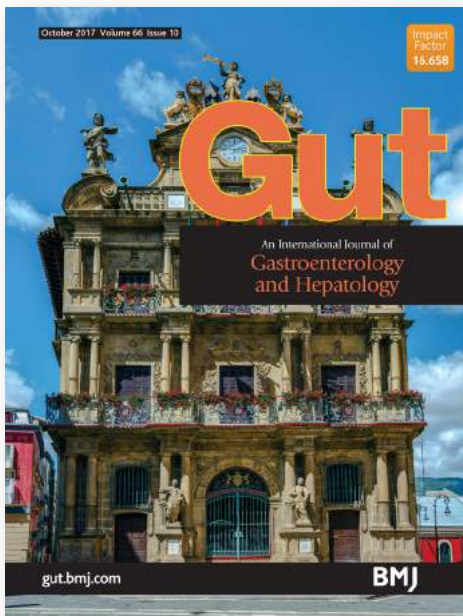
**Frequency  
discounts  
available!**  
Ask your sales rep  
for details.

[gut.bmj.com](http://gut.bmj.com)

**BMJ**

# Gut

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*Gut* is a leading international journal in gastroenterology and has an established reputation for publishing first class clinical research of the alimentary tract, the liver, biliary tree and pancreas.

*Gut* delivers up-to-date, authoritative, clinically-oriented coverage of all areas in gastroenterology. Regular features include articles by leading authorities, reports on the latest treatments for diseases, reviews and commentaries.

### About GUT

<b>Editor:</b>	Emad El-Omar
<b>Frequency:</b>	Monthly
<b>Global Print Circulation:</b>	2,900
<b>Online data*:</b>	U.S. page impressions per month 96,562
	U.S. visits per month 64,185

\*Source: Google Analytics Monthly Average January - June 2017

Print and online advertising options available as well as tailored packages including:

- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- web focus
- cover tips
- eToc alert advertising
- e-Newsletter advertising
- Controlled print circulation
- Print cover wraps

# ONLINE ADVERTISING

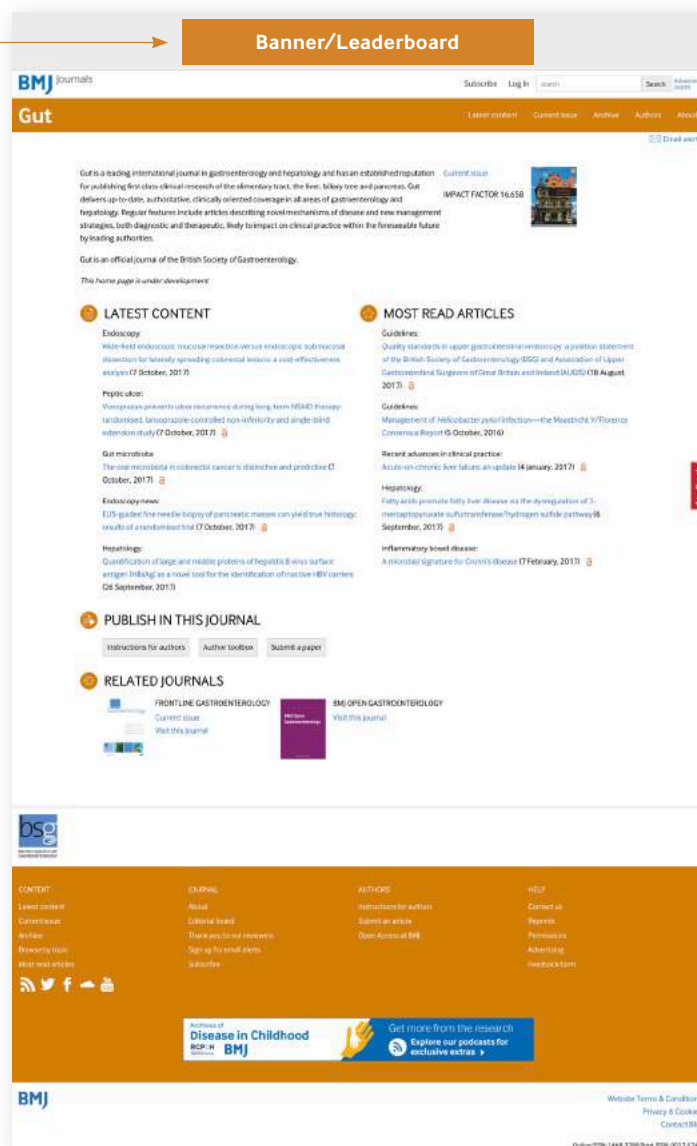
gut.bmj.com

Gut online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.

Gut

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Banner/Leaderboard

Eye catching prominence at the top of every page

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## ONLINE ADVERTISING RATES

	Pixels	Rate	Minimum charge
Mobile banner	320 x 50	\$70 per 1,000 impressions	\$1,710 for 25,000 impressions
Leaderboard	728 x 90	\$70 per 1,000 impressions	\$3,415 for 50,000 impressions
Skyscraper	120 x 600	\$70 per 1,000 impressions	\$3,415 for 50,000 impressions
Superskyscraper	160 x 600	\$70 per 1,000 impressions	\$1,365 for 20,000 impressions
MPU (Mid page unit)	300 x 250	\$75 per 1,000 impressions	\$1,840 for 25,000 impressions
Expandable Skyscraper	160 x 600 x 240	\$80 per 1,000 impressions	\$3,940 for 50,000 impressions

# PRINT ADVERTISING

Gut

GUT

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Gut offers the opportunity to present your product in a journal targeting decision makers in Gastroenterology.

We guarantee your advertisement 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

Format	Rate Card	Specifications
<b>Quarter page</b>	Color \$ 1,420	3-1/2" (w) x 4-7/8" (h)
	B/W \$ 915	
<b>Half page</b>	Color \$ 2,685	Horizontal - 7-3/8"(w) x 4-3/4"(h) Vertical = 3-1/2"(w) x 9-1/2"(h)
	B/W \$ 1,340	
<b>Full page</b>	Color \$ 3,440	Bleed - 8-1/4"(w) x 11-1/4"(h) Trim - 8-1/4"(w) x 11"(h) Live area - 7-3/8"(w) x 9-1/2"(h)
	B/W \$ 1,945	
<b>Double-page spread</b>	Color \$ 6,880	Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)
	B/W \$ 3,885	

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## Publishing Deadlines for 2018

Issue	Final Selling Date	Artwork Due
<b>January</b>	November 27, 2017	November 29, 2017
<b>February</b>	December 18, 2018	December 29, 2017
<b>March</b>	January 24, 2018	January 31, 2018
<b>April</b>	February 21, 2018	February 28, 2018
<b>May</b>	March 20, 2018	March 29, 2018
<b>June</b>	April 19, 2018	April 27, 2018
<b>July</b>	May 22, 2018	May 30, 2018
<b>August</b>	June 21, 2018	June 28, 2018
<b>September</b>	July 24, 2018	July 31, 2018
<b>October</b>	August 22, 2018	August 30, 2018
<b>November</b>	September 20, 2018	September 28, 2018
<b>December</b>	October 24, 2018	October 31, 2018