



The Journal of Rheumatology

2020 UK/EU ADVERTISING RATES AND SPECIFICATIONS

Based in Toronto, Canada, and first published in 1974, *The Journal of Rheumatology* is a monthly international serial edited by Earl D. Silverman.

With an impact factor of 3.634, *The Journal of Rheumatology* is one of the top journals for the specialty.

The Journal of Rheumatology is published every month, both in print and online.

The content includes original clinical research articles, metaanalyses, systematic reviews, editorials, historical vignettes, case reports, and letters by world-renowned experts studying drug therapy, patient-reported outcomes, and discovery of therapeutic targets in the treatment of rheumatic diseases.

Available only by institutional or personal subscription, *The Journal* website attracts nearly 10,000 unique users per month from across the EU28 nations.

JOURNAL STATISTICS

READERSHIP

- Rheumatologists
- Internal medicine specialists
- GPs with an interest in rheumatoid arthritis, ankylosing spondylitis, psoriatic arthritis, osteoarthritis, and other rheumatic and musculoskeletal diseases

PRINT

Circulation: 1,500

Frequency: Monthly (12 times/year), plus Supplements

ONLINE AUDIENCE PER MONTH (AVERAGE)

Country	Users	Page Impressions	Ad Impressions
France	722	2,233	3,346
Germany	821	2,515	4,174
Italy	891	3,282	5,019
Spain	883	3,981	5,753
UK	3,139	8,695	12,888
Rest of EU (nation figures available on request)	3,266	10,025	14,735
TOTAL	9,722	30,731	45,915

DEADLINES One week prior to the start date of the campaign.

ONLINE ADVERTISING

Take advantage of high exposure banner advertising opportunities on jrheum.org

Subscribing physicians may visit the site for unlimited views and downloads of the latest clinical articles and archives dating back to 2001.

Geographical targeting is available.

Banner advertising CPM £100 / €111

MECHANICAL REQUIREMENTS

Leaderboard and banner sizes: 728 × 90 px and 300 × 250 px

Max size: 40 kb (3 loops)

File types accepted: .jpg and .gif

Third party HTML tags: Yes

TERMS & CONDITIONS

Advertisers should provide **BOTH** 728 x 90 and 300 x 250 dimensions to ensure maximum exposure for the campaign and to ensure impression delivery targets can be met.

Advertisers have the responsibility to ensure that all banners meet the regulatory requirements for all countries in which the banner is to be displayed.

All advertisements are accepted at the discretion of the publisher.

Advertising banners files/copy must be received no later than **1 WEEK** prior to the start date of the campaign.

Once an order has been received for a digital campaign, the publisher reserves the right to invoice for all advertising impressions set aside for that campaign unless notification of delay, cancellation and/or re-scheduling is communicated to the advertising representative and publisher at least 2 WEEKS prior to the start of the campaign.

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