
With an impact factor of 3.350, *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 over 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)

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>Page Impressions</th>
<th>Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
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<td>1,224</td>
<td>3,672</td>
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<tr>
<td>Germany</td>
<td>875</td>
<td>1,484</td>
<td>4,451</td>
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<tr>
<td>Italy</td>
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<td>1,803</td>
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<td>5,769</td>
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<td>UK</td>
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<td>Rest of EU</td>
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<td>5,757</td>
<td>17,272</td>
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</table>

**TOTAL**

<table>
<thead>
<tr>
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<th>Page Impressions</th>
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<tr>
<td>10,941</td>
<td>17,451</td>
<td>52,352</td>
</tr>
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</table>

### DEADLINES

One week prior to the start date of the campaign.
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**  £105

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**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

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**TERMS & CONDITIONS**

Advertisers should provide **BOTH** 728 × 90 and 300 × 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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