



# The Journal of Rheumatology

## 2021 UK 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 3.350, *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)

Country	Users	Page Impressions	Ad Impressions
France	739	1,224	3,672
Germany	875	1,484	4,451
Italy	994	1,803	5,408
Spain	918	1,923	5,769
UK	3,721	5,260	15,780
Rest of EU (nation figures available on request)	3,694	5,757	17,272
<b>TOTAL</b>	<b>10,941</b>	<b>17,451</b>	<b>52,352</b>

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

## ONLINE ADVERTISING

Take advantage of high exposure banner advertising opportunities on [jrheum.org](http://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

### 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.

## CONTACT

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