

# MEDIA PACK

Bioscientifica is the go-to publisher for clinicians, nurses, and scientists of endocrinology, and its intersecting disciplines.

An advertisement placed in a Bioscientifica journal will reach this highly targeted audience, on a platform that they trust.

To advertise your product, service, or organisation in a Bioscientifica journal, contact Oliver Webb.

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# European Journal of Endocrinology



Since 1948, *European Journal of Endocrinology* has been publishing groundbreaking research, and essential review articles, in paediatric and adult endocrinology. The journal also publishes clinical practice guidelines, to help health professionals make more informed decisions about treatment.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Clinicians, surgeons, and clinical researchers in all areas of endocrinology including: diabetes, metabolic syndrome, obesity, cardiovascular disease, thyroid disease, neuroendocrinology, reproductive disorders, PCOS, adrenal disorders, growth factors, growth hormone, rare diseases, endocrine effects of cancer treatment, and osteoporosis

**Impact factor:** 4.333

**Editor-in-chief:** Weibke Arlt, Institute of Metabolism and Systems Research (IMSR), University of Birmingham, UK

**Print frequency:** Monthly

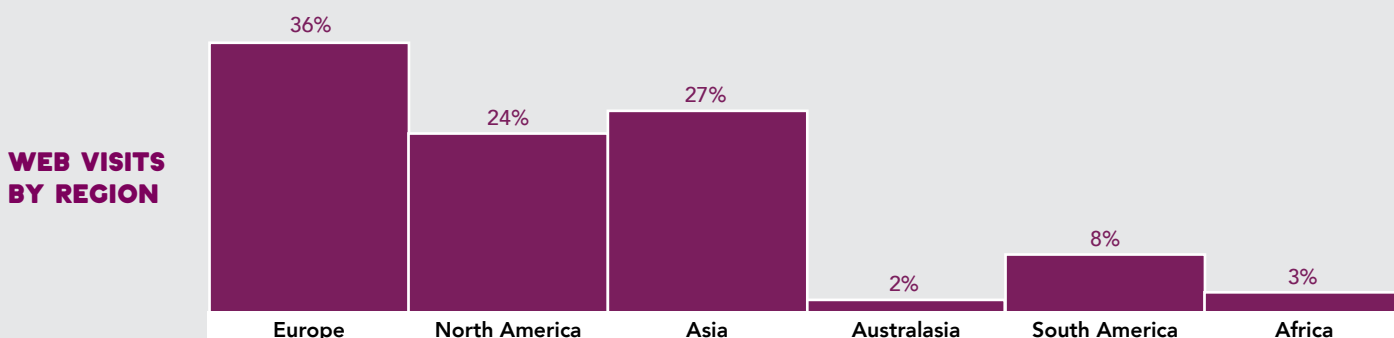
**Society affiliation:** European Society of Endocrinology

## WEB TRAFFIC\*

**Average monthly users:** 46,855

**Average monthly ad impressions:** 47,139

**Average monthly ad click through rate:** 0.59%



## NEWSLETTER CIRCULATION

**Recipients:** 21,840

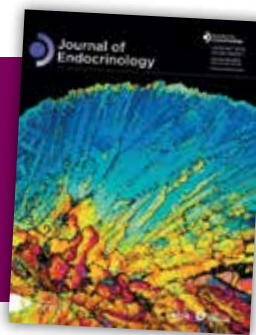
**Newsletter open rate:** 33%

**Newsletter click through rate:** 18%

To advertise in *European Journal of Endocrinology*, contact Oliver Webb.

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# Journal of Endocrinology



For over 70 years, *Journal of Endocrinology* has been publishing international research of the highest quality on endocrine physiology and metabolism.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Research and clinical scientists in all areas of endocrinology including: diabetes, metabolism, cardiovascular, thyroid, neuroendocrinology, reproduction, steroids, adrenal, growth and development, and bone; physiologists

**Impact factor:** 4.012

**Editors-in-chief:** Sof Andrikopoulos, University of Melbourne, Australia & Colin Farquharson, University of Edinburgh-Roslin Institute, UK

**Print frequency:** Monthly

**Society affiliations:** Society for Endocrinology, Endocrine Society of Australia, European Society of Endocrinology

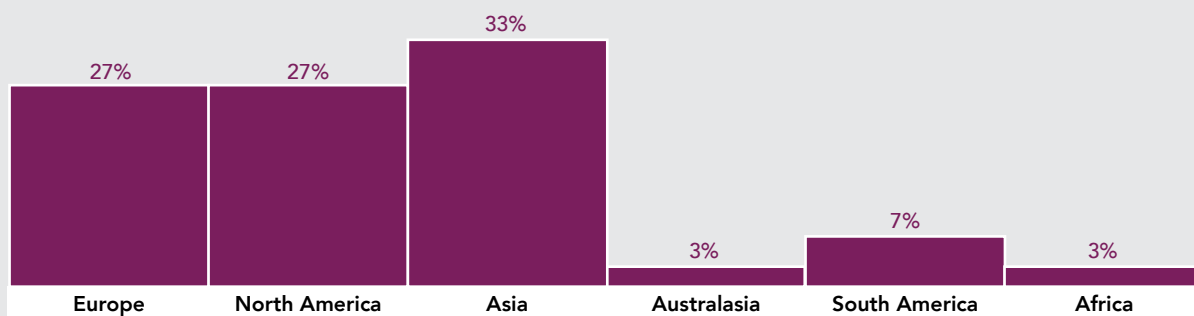
## WEB TRAFFIC\*

**Average monthly users:** 30,006

**Average monthly ad impressions:** 46,524

**Average monthly ad click through rate:** 0.21%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 31,216

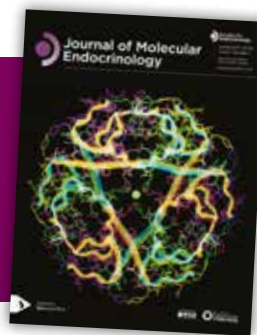
**Newsletter open rate:** 27%

**Newsletter click through rate:** 16%

To advertise in *Journal of Endocrinology*, contact Oliver Webb.

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# Journal of Molecular Endocrinology



*Journal of Molecular Endocrinology* publishes original research articles, reviews, and commentaries. Its focus is on molecular and cellular mechanisms in endocrinology.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Research scientists in all areas of endocrinology, including: diabetes, thyroid, neuroendocrinology, reproduction, adrenal, cancer, and bone; molecular and cell biologists

**Impact factor:** 3.297

**Editors-in-chief:** Sof Andrikopoulos, University of Melbourne, Australia & Colin Farquharson, University of Edinburgh-Roslin Institute, UK

**Print frequency:** 8 issues per annum

**Society affiliations:** Society for Endocrinology, European Society of Endocrinology, Endocrine Society of Australia

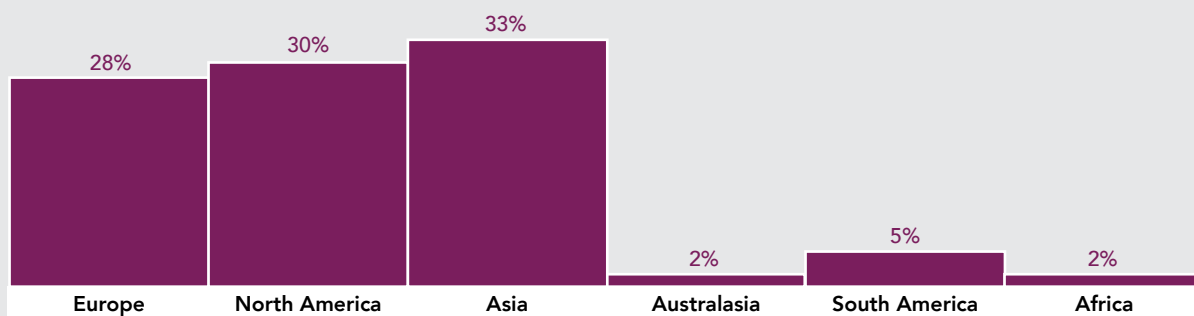
## WEB TRAFFIC\*

**Average monthly users:** 14,099

**Average monthly ad impressions:** 30,401

**Average monthly ad click through rate:** 0.30%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 29,085

**Newsletter open rate:** 26%

**Newsletter click through rate:** 14%

To advertise in *Journal of Molecular Endocrinology*, contact Oliver Webb.

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# Endocrine-Related Cancer

*Endocrine-Related Cancer* is the leading international journal for research on hormone-related cancers, including cancers of the breast, prostate, pituitary, testes, ovary, and neuroendocrine system.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Clinicians, surgeons, and clinical and research scientists working in breast and prostate cancer, thyroid cancer, ovarian cancer, pancreatic cancer, and neuroendocrine tumours

**Impact factor:** 5.331

**Editor-in-chief:** Charis Eng, MD, Genomic Medicine Institute, Cleveland Clinic, USA

**Print frequency:** Monthly

**Society affiliations:** Society for Endocrinology, European Society of Endocrinology, UK and Ireland Neuroendocrine Tumour Society and Japan Hormone and Cancer Society

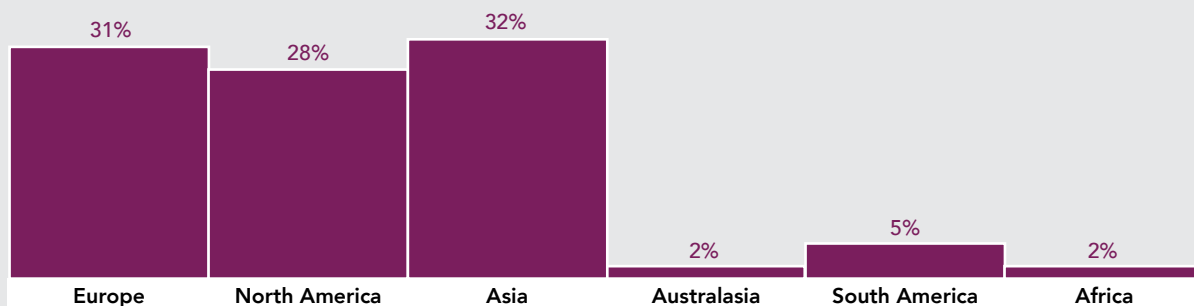
## WEB TRAFFIC\*

**Average monthly users:** 19,752

**Average monthly ad impressions:** 46,769

**Average monthly ad click through rate:** 0.38%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 31,043

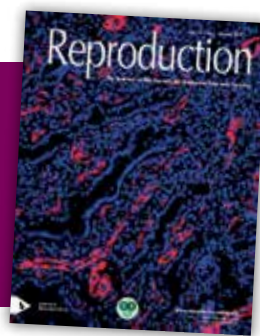
**Newsletter open rate:** 26%

**Newsletter click through rate:** 13%

To advertise in *Endocrine-Related Cancer*, contact Oliver Webb.

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# Reproduction



*Reproduction* publishes original research articles, and topical reviews on reproductive biology and medicine. Its focus is on the cellular and molecular biology of reproduction.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Embryologists, reproductive scientists, andrologists, reproductive immunologists, developmental biologists, reproductive toxicologists, veterinary scientists, and zoologists

**Impact factor:** 3.086

**Editors-in-chief:** Greg FitzHarris, PhD, BSc, University of Montreal, Canada & Christopher A Price, PhD, Montreal Veterinary School, Université de Montréal, Canada

**Print frequency:** Monthly

**Society affiliation:** Society for Reproduction and Fertility

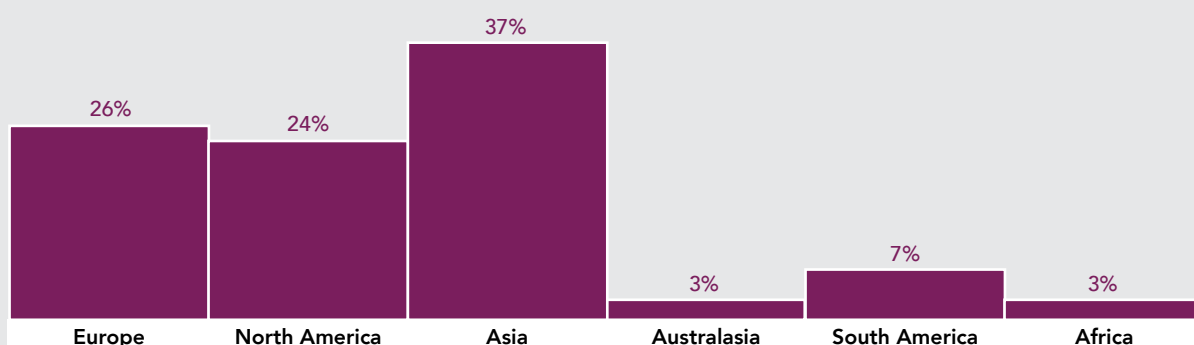
## WEB TRAFFIC\*

**Average monthly users:** 29,520

**Average monthly ad impressions:** 42,802

**Average monthly ad click through rate:** 0.53%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 14,291

**Newsletter open rate:** 34%

**Newsletter click through rate:** 18%

To advertise in *Reproduction*, contact Oliver Webb.

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# Endocrine Connections



*Endocrine Connections* is an open-access journal that publishes high-quality research and reviews in endocrinology, and its intersecting disciplines. The journal serves to stimulate cross-discipline debate and collaboration across the wider biomedical community.

Geographically targeted **online advertising** is available in this journal, enabling you to target your adverts at the key regions you want to reach.

**Target audience:** Clinicians, surgeons, clinical and basic scientists in all areas of endocrinology including: diabetes, metabolic syndrome, obesity, cardiovascular disease, thyroid disease, neuroendocrinology, reproductive disorders, PCOS, adrenal disorders, growth factors, growth hormone, rare diseases, endocrine effects of cancer treatment, and osteoporosis

**Impact factor:** 3.041

**Editor-in-chief:** Josef Köhrle, Charité Universitätsmedizin Berlin, Germany

**Print frequency:** Online only, monthly issues

**Society affiliations:** Society for Endocrinology, European Society of Endocrinology

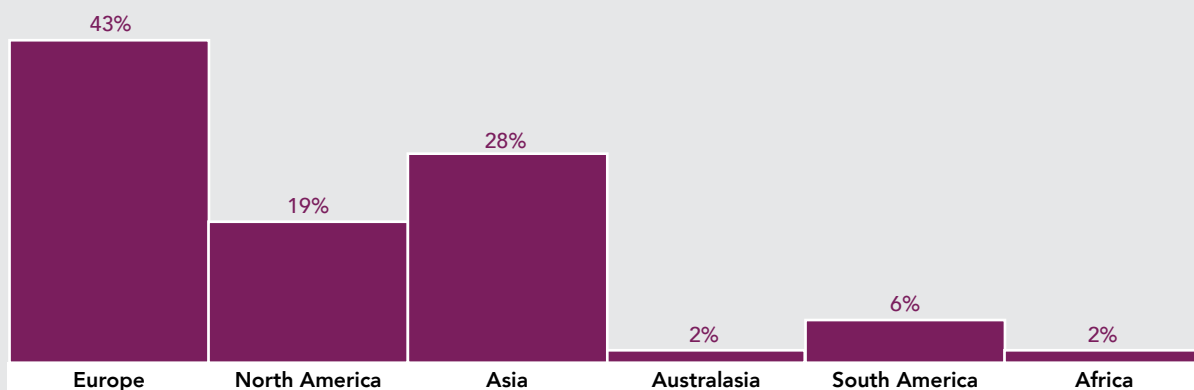
## WEB TRAFFIC\*

**Average monthly users:** 12,904

**Average monthly ad impressions:** 20,288

**Average monthly ad click through rate:** 0.49%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 14,040

**Newsletter open rate:** 32%

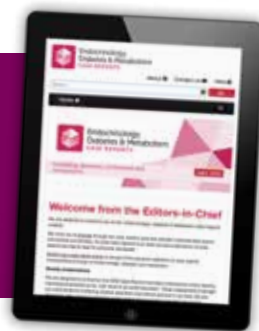
**Newsletter click through rate:** 17%

To advertise in *Endocrine Connections*, contact Oliver Webb.

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# Endocrinology, Diabetes & Metabolism Case Reports



*Endocrinology, Diabetes & Metabolism Case Reports* is a unique Open Access resource that publishes clinical case reports across the fields of endocrine, diabetic, and metabolic medicine.

Geographically targeted **online advertising** is available in this journal, enabling you to target your adverts at the key regions you want to reach.

**Target audience:** Clinicians in training, consultants, surgeons, GPs, and nurses, with an interest in diabetes, metabolic syndrome, obesity, cardiovascular disease, thyroid disease, thyroid cancer, breast cancer, prostate cancer, neuroendocrinology, reproductive disorders, PCOS, adrenal disorders, growth factors, growth hormone, rare diseases, endocrine effects of cancer treatment, and osteoporosis

**Editors-in-chief:** Maralyn Druce, Saint Barts. Hospital, and London Medical School, UK

Jennifer Green, Duke University Medical Center, USA

Jerry Greenfield, St Vincent's Hospital, Australia

**Print frequency:** Online only, continuous publication

**Society affiliations:** Society for Endocrinology, European Society of Endocrinology, International Society of Endocrinology, African Society for Paediatric and Adolescent Endocrinology, Asia Pacific Paediatric Endocrine Society, Australian Diabetes Society, British Society for Paediatric Endocrinology and Diabetes, Canadian Society of Endocrinology and Metabolism, Endocrine Society of Australia, Japan Endocrine Society, New Zealand Society of Endocrinology, UK and Ireland Neuroendocrine Tumour Society

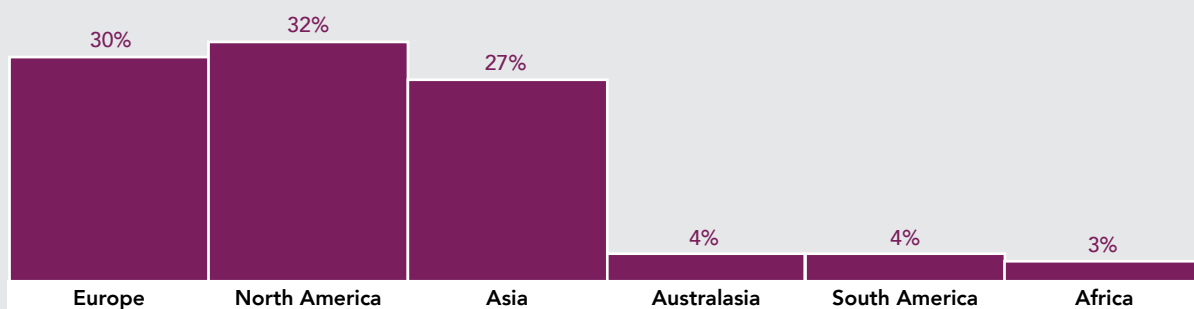
## WEB TRAFFIC\*

**Average monthly users:** 3,851

**Average monthly ad impressions:** 8,229

**Average monthly ad click through rate:** 0.44%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 5,295

**Newsletter open rate:** 31%

**Newsletter click through rate:** 19%

To advertise in *Endocrinology, Diabetes & Metabolism Case Reports*, contact Oliver Webb.

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# Echo Research and Practice



*Echo Research and Practice* is an open-access journal for health professionals practising echocardiography. The journal publishes high-quality clinical and basic research, summary reviews, and selected case reports. *Echo Research and Practice* has an international reach and a growing number of monthly online users.

Geographically targeted **online advertising** is available in this journal, enabling you to target your adverts at the key regions you want to reach.

**Target audience:** Cardiologists, physicians, sonographers, nurses, and other allied health professionals practicing echocardiography

**Editors-in-chief:** Petros Nihoyannopoulos, Imperial College London, UK & Vishal Sharma, Royal Liverpool and Broadgreen University Hospitals, UK

**Print frequency:** Online only, quarterly issues

**Society affiliations:** British Society of Echocardiography, Association of Cardiothoracic Anaesthetists and Critical Care, Canadian Society of Echocardiography, Echocardiography Association of Inter-American Society of Cardiology, International Contrast Ultrasound Society, Society of Pediatric Echocardiography

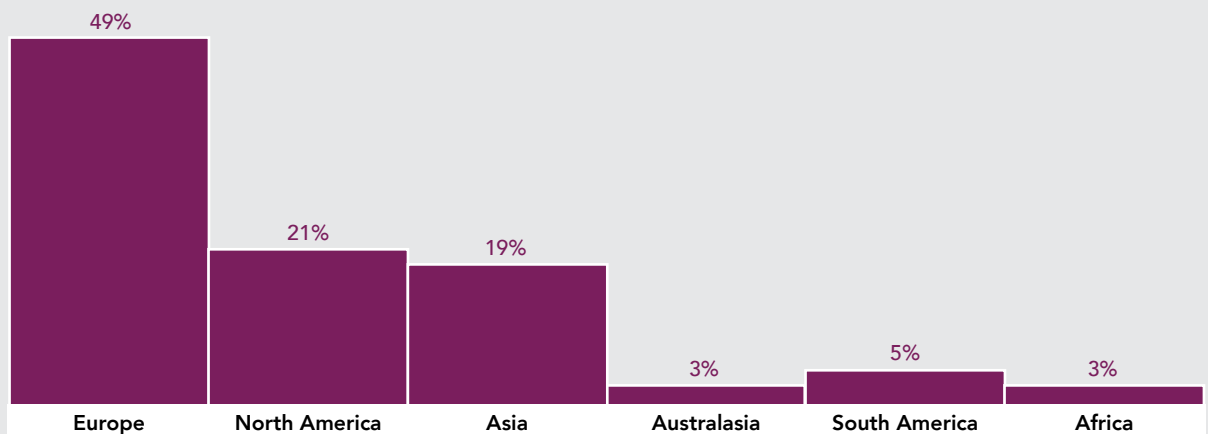
## WEB TRAFFIC\*

**Average monthly users:** 4,408

**Average monthly ad impressions:** 10,887

**Average monthly ad click through rate:** 0.53%

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

**Recipients:** 4,810

**Newsletter open rate:** 30%

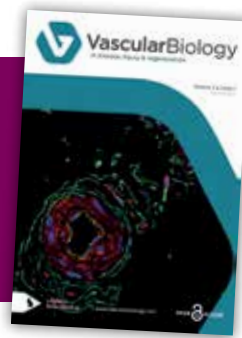
**Newsletter click through rate:** 18%

## MEMBER MAGAZINE DISCOUNT

If you advertise in ECHO, the British Society of Echocardiography's members' magazine, you can claim a 50% discount on your online advertising in *Echo Research and Practice*.

To advertise in *Echo Research and Practice*, contact Oliver Webb.

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# Vascular Biology

*Vascular Biology* is an open-access journal devoted to vascular biology in disease, injury and regeneration. The journal publishes high-quality basic, clinical and translational research and reviews in vascular biology and its intersecting disciplines.

Geographically targeted **online advertising** is available in this journal, enabling you to reliably target your advert at the key territories you want to reach.

**Target audience:** Academic researchers and clinicians doing research in cardiology, metabolism, oncology, vascular biology, wound healing, angiogenesis, translational research and bioengineering techniques

**Editor-in-chief:** Paolo Madeddu, University of Bristol, UK

**Print frequency:** Online only, quarterly issues

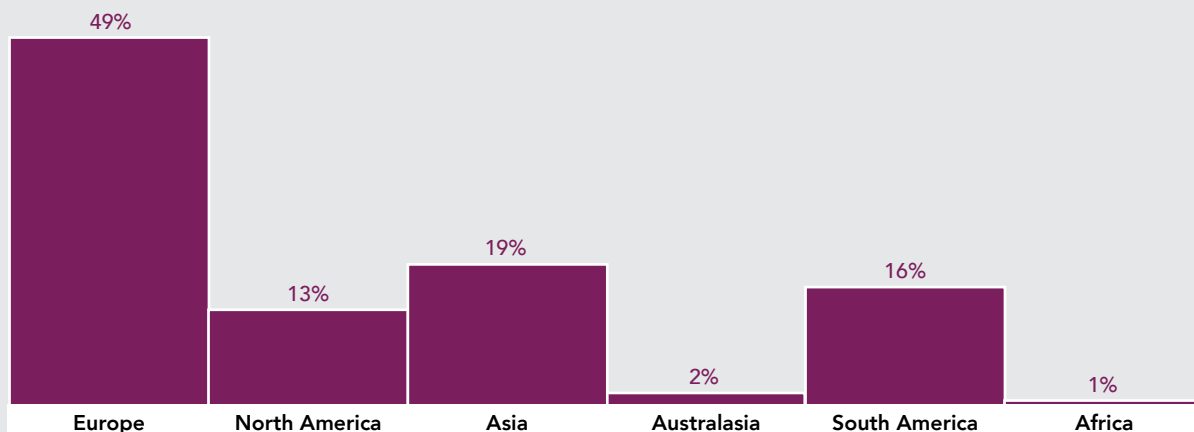
## WEB TRAFFIC\*

Average monthly users: 277

Average monthly ad impressions: NA

Average monthly ad click through rate: NA

## WEB VISITS BY REGION



## NEWSLETTER CIRCULATION

Recipients: 420

Newsletter open rate: 33%

Newsletter click through rate: 19%

To advertise in *Vascular Biology*, contact Oliver Webb.

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# Online advertising options

Bioscientifica offer geographically targeted advertising on all our journal websites.

## ONLINE ADVERTISING RATES

All journals:

Position	Size (pixels)	Price
*Leaderboard - full screen	728x90	£60 per 1,000 impressions
*Leaderboard - tablet	468x60	
Box advert	300x250	

\*The two leaderboard adverts can be provided together

Newsletter:

Position	Size (pixels)	Price
Central top / bottom leaderboard	468x60	£1,800 per Newsletter
Right placement tower / skyscraper	160x600	

**File types supported:** GIF, JPG, PNG, JavaScript

## Multiple-journal discount\*

\*Campaigns must be for the same product and for the same number of months in each online journal platform used.



on second journal



on second and third journals



on second, third, fourth and subsequent journals.

To advertise your product, service, or organisation in a Bioscientifica journal, contact Oliver Webb. If you are interested in print advertising in any of our journals please contact Oliver Webb. Prices are available on request.

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# TERMS AND CONDITIONS

- All adverts are subject to editorial approval. Advertisers will not be able to place an advertisement next to specific editorial content.
- It is the Advertiser's responsibility to ensure that the advertised product is compliant with the regulations for all countries in which the advertisement will be seen.
- The Advertiser is responsible for ensuring that their advertisement is received at Bioscientifica in the format and specifications set out in the Bioscientifica media pack. It is the responsibility of the Advertiser to check the correctness of the Advertisement.
- Digital advertisements should be supplied no later than 1 week before the campaign is due to commence. Cancellations that arrive after this deadline will be charged at the full amount.
- Bioscientifica does not release personally identifiable data on our users to advertisers.
- Adverts may be geographically targeted but are otherwise displayed at random.

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Strengthening biomedical societies to advance science and health

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