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.

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Journal of Endocrinology
Journal of Molecular Endocrinology
Endocrine-Related Cancer
Reproduction
Endocrine Connections
Endocrinology, Diabetes & Metabolism Case Reports
Echo Research and Practice
Vascular Biology

Online advertising rates and specifications
Advertising terms and conditions

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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%

WEB VISITS BY REGION

WEB VISITS BY REGION

Europe: 36%
North America: 24%
Asia: 27%
Australasia: 2%
South America: 8%
Africa: 3%

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

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</tr>
<tr>
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<td>3%</td>
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</tbody>
</table>

To advertise in Journal of Endocrinology, contact Oliver Webb.

oliver@owmedia.co.uk  01252 901140

NEWSLETTER CIRCULATION

Recipients: 31,216
Newsletter open rate: 27%
Newsletter click through rate: 16%
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.

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
Europe 28% | North America 30% | Asia 33% | Australasia 2% | South America 5% | Africa 2%

NEWSLETTER CIRCULATION
Recipients: 29,085
Newsletter open rate: 26%
Newsletter click through rate: 14%

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

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

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01252 901140
**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.

**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**

- Europe: 31%
- North America: 28%
- Asia: 32%
- Australasia: 2%
- South America: 5%
- Africa: 2%

**NEWSLETTER CIRCULATION**

**Recipients:** 31,043  
**Newsletter open rate:** 26%  
**Newsletter click through rate:** 13%

**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

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

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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.

**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**

Europe: 26%
North America: 24%
Asia: 37%
Australasia: 3%
South America: 7%
Africa: 3%

**NEWSLETTER CIRCULATION**

Recipients: 14,291
Newsletter open rate: 34%
Newsletter click through rate: 18%

**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
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

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<td>South America</td>
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<td>Africa</td>
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</tbody>
</table>

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


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

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<th>Region</th>
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<td>South America</td>
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<tr>
<td>Africa</td>
<td>3%</td>
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</tbody>
</table>

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, summaries, 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.

**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**

- Europe: 49%
- North America: 21%
- Asia: 19%
- Australasia: 3%
- South America: 5%
- Africa: 3%

**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*.

**NEWSLETTER CIRCULATION**

- **Recipients:** 4,810
- **Newsletter open rate:** 30%
- **Newsletter click through rate:** 18%

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

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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.

**WEB TRAFFIC**
- **Average monthly users:** 277
- **Average monthly ad impressions:** NA
- **Average monthly ad click through rate:** NA

**WEB VISITS BY REGION**
- Europe: 49%
- North America: 13%
- Asia: 19%
- Australasia: 2%
- South America: 16%
- Africa: 1%

**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:

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
<tr>
<td>*Leaderboard - full screen</td>
<td>728x90</td>
<td>£60 per 1,000 impressions</td>
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<tr>
<td>*Leaderboard - tablet</td>
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<tr>
<td>Box advert</td>
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*The two leaderboard adverts can be provided together

Newsletter:

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<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Central top / bottom leaderboard</td>
<td>468x60</td>
<td>£1,800 per Newsletter</td>
</tr>
<tr>
<td>Right placement tower / skyscraper</td>
<td>160x600</td>
<td></td>
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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.

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<th>Journals</th>
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</tbody>
</table>

on second journal
on second and third journals
on second, third, fourth and subsequent journals.

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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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