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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PUBLICATIONS

European Journal of Endocrinology
Journal of Endocrinology
Journal of Molecular Endocrinology
Endocrine-Related Cancer
Reproduction
Endocrine Connections
Endocrinology, Diabetes & Metabolism Case Reports
Vascular Biology
Recently launched: Reproduction and Fertility

Online advertising rates and specifications
Advertising terms and conditions
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:** 5.308

**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

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**WEB TRAFFIC**

- **Average monthly users:** 48,311
- **Average monthly ad impressions:** 63,920
- **Average monthly ad click through rate:** 0.41%

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**WEB VISITS BY REGION**

- **Europe:** 33%
- **North America:** 28%
- **Asia:** 27%
- **Australasia:** 3%
- **South America:** 6%
- **Africa:** 3%

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**NEWSLETTER CIRCULATION**

- **Recipients:** 21,718
- **Newsletter open rate:** 37%
- **Newsletter click through rate:** 18%

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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.

**WEB TRAFFIC**

- **Average monthly users:** 34,503
- **Average monthly ad impressions:** 44,050
- **Average monthly ad click through rate:** 0.45%

**WEB VISITS BY REGION**

- Europe: 25%
- North America: 33%
- Asia: 31%
- Australasia: 2%
- South America: 6%
- Africa: 3%

**NEWSLETTER CIRCULATION**

- **Recipients:** 30,278
- **Newsletter open rate:** 27%
- **Newsletter click through rate:** 11%

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

@ reply@bioscientifica.com 01252 901140
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:** 3.562

**Co-Editors-in-chief:** Professor C Farquharson, University of Edinburgh-Roslin Institute, UK & Professor M Haluzík, Charles University, Czech Republic

**Print frequency:** 8 issues per annum

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

### WEB TRAFFIC*

- **Average monthly users:** 17,583
- **Average monthly ad impressions:** 21,934
- **Average monthly ad click through rate:** 0.42%

### WEB VISITS BY REGION

- Europe: 28%
- North America: 28%
- Asia: 33%
- Australasia: 3%
- South America: 5%
- Africa: 3%

### NEWSLETTER CIRCULATION

- **Recipients:** 28,179
- **Newsletter open rate:** 29%
- **Newsletter click through rate:** 8%

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

@ reply@bioscientifica.com  01252 901140
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: 21,157
Average monthly ad impressions: 27,370
Average monthly ad click through rate: 0.44%

**WEB VISITS BY REGION**

Europe: 35%
North America: 24%
Asia: 30%
Australasia: 3%
South America: 6%
Africa: 2%

**NEWSLETTER CIRCULATION**

Recipients: 29,675
Newsletter open rate: 29%
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:** 4.800

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

**Print frequency:** Monthly

**Society affiliations:** Society for Endocrinology, European Society of Endocrinology and Japan Hormone and Cancer Society

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

@reply@bioscientifica.com 01252 901140
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: 25,677
Average monthly ad impressions: 36,543
Average monthly ad click through rate: 0.46%

WEB VISITS BY REGION

Europe: 25%
North America: 23%
Asia: 38%
Australasia: 3%
South America: 7%
Africa: 4%

**NEWSLETTER CIRCULATION**
Recipients: 14,134
Newsletter open rate: 35%
Newsletter click through rate: 16%

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

**Impact factor:** 3.206

**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

To advertise in *Reproduction*, contact Oliver Webb.

@ reply@bioscientifica.com  01252 901140
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.

**WEB TRAFFIC***

Average monthly users: 10,654
Average monthly ad impressions: 12,728
Average monthly ad click through rate: 0.52%

**WEB VISITS BY REGION**

Europe: 34%
North America: 24%
Asia: 30%
Australasia: 3%
South America: 6%
Africa: 3%

**NEWSLETTER CIRCULATION**

Recipients: 10,773
Newsletter open rate: 30.4%
Newsletter click through rate: 17.8%

**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:** 2.592

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

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

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

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

@ reply@bioscientifica.com  01252 901140
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: Dr Maralyn Druce, Saint Barts. Hospital, and London Medical School, UK & Professor Jerry Greenfield, St Vincent’s Hospital, Australia

Print frequency: Online only, continuous publication


WEB TRAFFIC*
Average monthly users: 6,533
Average monthly ad impressions: 7,620
Average monthly ad click through rate: 0.42%

WEB VISITS BY REGION
Europe: 28%
North America: 32%
Asia: 29%
Australasia: 4%
South America: 4%
Africa: 3%

NEWSLETTER CIRCULATION
Recipients: 6,035
Newsletter open rate: 40%
Newsletter click through rate: 26.9%

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

@ reply@bioscientifica.com 01252 901140
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: 474
Average monthly ad impressions: 657
Average monthly ad click through rate: 0.32%

**WEB VISITS BY REGION**

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<thead>
<tr>
<th>Region</th>
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<tbody>
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<tr>
<td>South America</td>
<td>3%</td>
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<tr>
<td>Africa</td>
<td>1%</td>
</tr>
</tbody>
</table>

**NEWSLETTER CIRCULATION**

Recipients: 649
Newsletter open rate: 43%
Newsletter click through rate: 25%

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

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>
<th>Size (pixels)</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>Price £80 per 1,000 impressions</td>
</tr>
<tr>
<td>MPU</td>
<td>300x250</td>
<td>Minimum spend £500 per month</td>
</tr>
<tr>
<td>Mobile</td>
<td>288x50</td>
<td></td>
</tr>
</tbody>
</table>

**Newsletter:**

Please enquire further for details of which journals permit newsletter advertising.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central top / bottom leaderboard</td>
<td>468x60</td>
<td>£1,800 per Newsletter</td>
</tr>
</tbody>
</table>

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

**Multiple month discount**

Campaigns must be for the same product covering the same journals for the same number of impressions per month.

- **3 months** 5% discount
- **6 months** 10% discount
- **12 months** 15% discount

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.

• 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.