

Gut

INTERACT IN PRINT AND DIGITAL,
FLEXIBLE PACKAGES AVAILABLE.

CONTACT

Sophie Fitzsimmons

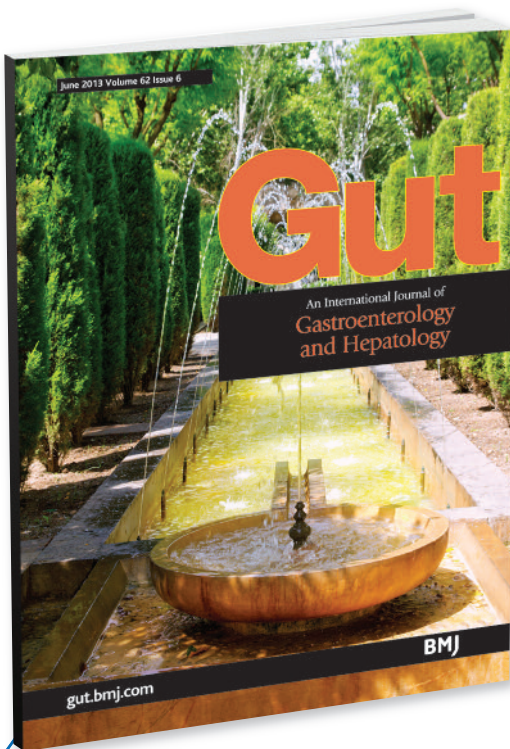
Sales Manager

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**GAIN CREDIBILITY
ADVERTISE IN ONE OF THE
LEADING JOURNALS WITHIN
GASTROENTEROLOGY**

READ BY MORE
GASTROENTEROLOGISTS*
THAN ANY OTHER
GASTROENTEROLOGY
TITLE



Gut is one of the leading international journals in gastroenterology and has an established reputation for publishing first class clinical research of the alimentary tract, the liver, biliary tree and pancreas. *Gut* delivers up-to-date, authoritative, clinically oriented coverage of all areas in gastroenterology. Subscribers to *Gut* also receive *Frontline Gastroenterology (FG)* which aims to accelerate the adoption of best practice in the fields of gastroenterology and hepatology.

Gut is an official journal of the British Society of Gastroenterology (BSG).

CIRCULATED TO OVER 2,900 GASTROENTEROLOGISTS WORLDWIDE, WITH A READERSHIP OF 50%* OF UK GASTROENTEROLOGISTS, THIS TITLE SHOULD BE THE NUMBER ONE CHOICE FOR PLACING YOUR PRINT AND ONLINE MESSAGES.

*Source: Hospital Readership Survey 2019

INFORMATION ABOUT THIS TITLE

Editor:	Professor Emad El-Omar
Frequency:	Monthly
Print Circulation:	2,900
Monthly online data**:	UK 75,155 page views from 46,000 users ROW 365,200 page views from 227,088 users

**Source: Google Analytics data 2019

PRINT AND ONLINE ADVERTISING
OPTIONS AVAILABLE AS WELL AS
TAILORED PACKAGES INCLUDING:

- Contextual advertising **NEW**
- Targeted email alerts **NEW**
- Specialty topic pages **NEW**
- reprints and ePrints
- themed supplements
- video and podcasting opportunities
- Roundtables

gut.bmj.com

BMJ

Gut

NEW Contextual advertising

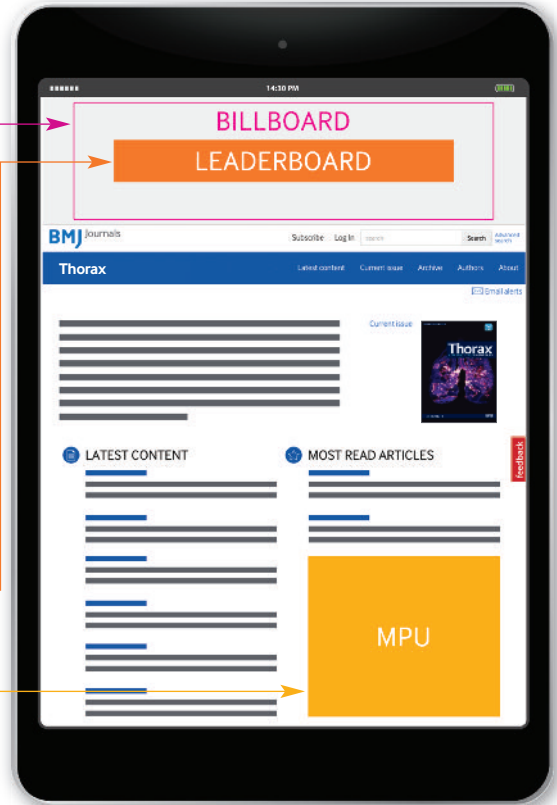
Revolutionise your campaigns by targeting your ad banners by keyword and audience

- Ensures adverts displayed among relevant content to the right audience
- Drives better performance of ads
- Cuts wasted impressions
- Increased CTR

Digital advertising

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Target your products through geotargeted, online advertising. There are a full range of digital opportunities available.



NEW BILLBOARD

For a larger presence

LEADERBOARD

Eye catching prominence at the top of every page

MID PAGE UNIT

Prominent central position to maximise your exposure

DIGITAL ADVERTISING RATES

	Pixels	Rate	Minimum Charge
Billboard advert	900 x 250	£73 per 1,000 impressions	£3,500 for 50,000 impressions
Leaderboard advert	728 x 90	£60 per 1,000 impressions	£2,850 for 50,000 impressions
Mid page unit	300 x 250	£65 per 1,000 impressions	£3,100 for 50,000 impressions
NEW Mobile friendly banners	320 x 100	£73 per 1,000 impressions	

NEW Targeted Solutions

Ask your sales rep about contextual advertising, hosted content and targeted email alerts.

Print advertising in Gut

Gut offers the opportunity to present your product in a journal targeting decision makers within gastroenterology.

We guarantee your advertisement and message will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

MAKE YOUR CAMPAIGN STAND OUT IN PRINT

DISPLAY ADVERTISING RATES

Ad Format	Ratecard
DPS	
4 col	£4,430
Mono	£2,502
Full page	
4 col	£2,214
Mono	£1,251
Half page	
4 col	£1,729
Mono	£864
Quarter page	
4 col	£914
Mono	£590

Rates for loose inserts and bound inserts are available on request. All technical advertising specifications are available on request

PUBLISHING DEADLINES FOR 2020

February - 16 December	August - 22 June
March - 23 January	September - 23 July
April - 20 February	October - 20 August
May - 19 March	November - 22 September
June - 21 April	December - 22 October
July - 20 May	

FOR MORE INFORMATION ON PRINT ADVERTISING AND TAILORED PACKAGES, PLEASE CONTACT:

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