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.

@ oliver@owmedia.co.uk  01252 901140
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PUBLICATIONS

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Echo Research and Practice
Endocrine Abstracts
Bone Abstracts

Online advertising rates and specifications
Print advertising rates and specifications
Advertising terms and conditions

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 print and 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: 3.892

Editor-in-chief: Professor J.A. Romijn, Faculty of Medicine, University of Amsterdam, The Netherlands

Print frequency: Monthly

Society affiliation: European Society of Endocrinology

WEB TRAFFIC*

Average monthly users: 116,459
Average monthly visits: 123,041
Average monthly page views: 132,146
Average monthly ad impressions: 234,881
Average monthly ad click through rate: 0.31%

*Data from Google Analytics

NEWSLETTER CIRCULATION

14,184

Newsletter open rate: 25%
Newsletter click through rate: 11%

PRINT CIRCULATION

Number of print subscriptions: 175

Bonus conference distribution:

ENDO 2016 – Endocrine Society Annual Meeting, Boston, USA, 1–4 April 2016
ECE 2016 – European Congress of Endocrinology, Munich, Germany, 28–31 May 2016

WEB VISITS BY REGION

UK: 7%
Europe: 28%
North America: 26%
Australasia: 3%
Asia: 27%
South America: 6%
Africa: 2%

NEWSLETTER CIRCULATION BY REGION

UK: 53%
Europe: 8%
North America: 1%
Australasia: 1%
Asia: 22%
South America: 5%
Africa: 1%

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

@ oliver@owmedia.co.uk  01252 901140
For over 70 years, Journal of Endocrinology has been publishing international research of the highest quality on endocrine physiology and metabolism.

Geographically targeted print and 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:** 4.498

**Editor-in-chief:** Professor Adrian Clark, St George’s, University of London, UK

**Print frequency:** Monthly

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

**WEB TRAFFIC**
- **Average monthly users:** 30,079
- **Average monthly visits:** 42,369
- **Average monthly page views:** 84,567
- **Average monthly ad impressions:** 148,458
- **Average monthly ad click through rate:** 0.09%

*Data from Google Analytics

**NEWSLETTER CIRCULATION**
- 15,959
- **Newsletter open rate:** 24%
- **Newsletter click through rate:** 8.6%

**PRINT CIRCULATION**
- **Number of print subscriptions:** 130
- **Bonus conference distribution:**
  - ENDO 2016 – Endocrine Society Annual Meeting, Boston, USA, 1–4 April 2016
  - ECE 2016 – European Congress of Endocrinology, Munich, Germany, 28–31 May 2016

**WEB VISITS BY REGION**
- **UK:** 8%
- **Europe:** 21%
- **North America:** 29%
- **Australasia:** 4%
- **Asia:** 30%
- **South America:** 5%
- **Africa:** 3%

**NEWSLETTER CIRCULATION BY REGION**
- **UK:** 38%
- **Europe:** 18%
- **North America:** 29%
- **Australasia:** 2%
- **Asia:** 6%
- **South America:** 6%
- **Africa:** 1%

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

@ oliver@owmedia.co.uk 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 print and 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:** 2.947

**Editor-in-chief:** Professor Adrian Clark, St George’s, University of London, UK

**Print frequency:** Bimonthly

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

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**WEB TRAFFIC**

- **Average monthly users:** 9,929
- **Average monthly visits:** 14,919
- **Average monthly page views:** 29,168
- **Average monthly ad impressions:** 56,088
- **Average monthly ad click through rate:** 0.21%

*Data from Google Analytics

**NEWSLETTER CIRCULATION**

- **Total:** 17,680
- **Newsletter open rate:** 24%
- **Newsletter click through rate:** 7.9%

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**PRINT CIRCULATION**

- **Number of print subscriptions:** 50

**Bonus conference distribution:**

- ENDO 2016 – Endocrine Society Annual Meeting, Boston, USA, 1–4 April 2016
- ECE 2016 – European Congress of Endocrinology, Munich, Germany, 28–31 May 2016

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**WEB VISITS BY REGION**

- **UK:** 7%
- **Europe:** 22%
- **North America:** 28%
- **Australasia:** 3%
- **Asia:** 34%
- **South America:** 4%
- **Africa:** 2%

**NEWSLETTER CIRCULATION BY REGION**

- **UK:** 7%
- **Europe:** 38%
- **North America:** 19%
- **Australasia:** 2%
- **Asia:** 28%
- **South America:** 5%
- **Africa:** 1%

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

@ oliver@owmedia.co.uk  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 print and 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:** 4.805

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

**Print frequency:** Bimonthly

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

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**WEB TRAFFIC**

- **Average monthly users:** 19,369
- **Average monthly visits:** 26,605
- **Average monthly page views:** 48,992
- **Average monthly ad impressions:** 93,741
- **Newsletter open rate:** 24%
- **Newsletter click through rate:** 8.2%

*Data from Google Analytics

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**NEWSLETTER CIRCULATION**

- **14,446**
  - **Newsletter open rate:** 24%
  - **Newsletter click through rate:** 8.2%

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**WEB VISITS BY REGION**

- **UK:** 6%
- **Europe:** 23%
- **North America:** 32%
- **Australasia:** 3%
- **Asia:** 28%
- **South America:** 4%
- **Africa:** 3%

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**NEWSLETTER CIRCULATION BY REGION**

- **UK:** 38%
- **Europe:** 23%
- **North America:** 18%
- **Australasia:** 18%
- **Asia:** 28%
- **South America:** 6%
- **Africa:** 1%

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

@ oliver@owmedia.co.uk  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 print and 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: 3.184

Editor-in-chief: Professor Kevin Sinclair, School of Biosciences, University of Nottingham, UK

Print frequency: Monthly

Society affiliation: Society for Reproduction and Fertility

WEB TRAFFIC*

Average monthly users: 77,279
Average monthly visits: 83,030
Average monthly page views: 87,684
Average monthly ad impressions: 146,741
Average monthly ad click through rate: 0.25%

*Data from Google Analytics

NEWSLETTER CIRCULATION

7,888

Newsletter open rate: 30%
Newsletter click through rate: 15%

PRINT CIRCULATION

Number of print subscriptions: 100

Bonus conference distribution:

ICAR 2016 - International Conference of Animal Reproduction, Tours, France, 26–30 June 2016

WEB VISITS BY REGION

UK: 7% Europe: 20% North America: 23% Australasia: 5% Asia: 35% South America: 7% Africa: 3%

NEWSLETTER CIRCULATION BY REGION

UK: 30% Europe: 34% North America: 17% Australasia: 3% Asia: 35% South America: 7% Africa: 1%

To advertise in Reproduction, contact Oliver Webb.

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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

**Editor-in-chief:** Professor Jens Sandahl Christiansen, Aarhus University Hospital, Denmark

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

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**WEB TRAFFIC**

- **Average monthly users:** 3,449
- **Average monthly visits:** 4,312
- **Average monthly page views:** 8,479
- **Average monthly ad impressions:** 16,663
- **Average monthly ad click through rate:** 0.59%

*Data from Google Analytics

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**NEWSLETTER CIRCULATION**

- **9,327**
- **Newsletter open rate:** 28%
- **Newsletter click through rate:** 9.8%

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**WEB VISITS BY REGION**

- **UK:** 9%
- **Europe:** 26%
- **North America:** 28%
- **Australasia:** 3%
- **Asia:** 26%
- **South America:** 5%
- **Africa:** 3%

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**NEWSLETTER CIRCULATION BY REGION**

- **50%**

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

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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
Dr Jennifer Green, Duke University Medical Center, Institute, USA
Professor Jerry Greenfield, St Vincent’s Hospital, Australia
Professor Martin Silink, University of Sydney, Australia


WEB TRAFFIC*

Average monthly users: 3,379
Average monthly visits: 4,042
Average monthly page views: 7,209

*Data from Google Analytics

NEWSLETTER CIRCULATION

3,284
Newsletter open rate: 18%
Newsletter click through rate: 17%

WEB VISITS BY REGION

UK 15%
Europe 14%
North America 35%
Australasia 5%
Asia 25%
South America 4%
Africa 3%

NEWSLETTER CIRCULATION BY REGION

17%
16%
17%
8%
1%
40%
To advertise in *Echo Research and Practice*, contact Oliver Webb.

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Endocrine Abstracts is an invaluable Open Access reference resource, containing searchable abstracts of presentations given at key conferences in endocrinology, and its intersecting disciplines.

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

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

**Society affiliations:** Publishes abstracts from the meetings of the Society for Endocrinology, European Society of Endocrinology, the British Society for Paediatric Endocrinology and Diabetes

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**WEB TRAFFIC**

**Average monthly users:** 21,894
**Average monthly visits:** 25,934
**Average monthly page views:** 40,278

*Data from Google Analytics

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**WEB VISITS BY REGION**

- **UK:** 18%
- **Europe:** 17%
- **North America:** 34%
- **Australasia:** 4%
- **Asia:** 22%
- **South America:** 2%
- **Africa:** 3%
Bone Abstracts is a comprehensive Open Access reference resource, containing searchable abstracts of presentations on calcified tissues, from key conferences in the field.

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

Target audience: Research scientists, clinical scientists, translational researchers, and clinicians, specialising in endocrinology, calcified tissues, orthopedics, parathyroid disorders, osteoporosis, bone disease, bone biology, osteoarthritis, nephrology, and rheumatology

Society affiliations: Publishes abstracts from the meetings of the European Calcified Tissue Society

WEB TRAFFIC*
Average monthly users: 1,396
Average monthly visits: 1,689
Average monthly page views: 2,867

*Data from Google Analytics

WEB VISITS BY REGION

UK 12% Europe 37% North America 23% Australasia 3% Asia 21% South America 2% Africa 2%
Bioscientifica offer geographically targeted advertising on all our journal websites and newsletters. To ensure maximum exposure for your advertisement, we never place more than two advertisers in one position.

**ONLINE ADVERTISING RATES**

All journals except *Endocrinology Diabetes & Metabolism Case Reports*:

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top left / top right on full site</td>
<td>468x60</td>
<td>£60 per 1,000 impressions</td>
</tr>
<tr>
<td>Top / middle on mobile site</td>
<td>288x50</td>
<td></td>
</tr>
<tr>
<td>Tower / skyscraper on full site</td>
<td>160x600</td>
<td></td>
</tr>
<tr>
<td>Bottom on mobile site</td>
<td>288x50</td>
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*Endocrinology Diabetes & Metabolism Case Reports*:

<table>
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<th>Position</th>
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<th>Price</th>
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<tr>
<td>Middle right on homepage</td>
<td>368x47</td>
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<td>Middle right on search page</td>
<td>200x200</td>
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Newsletter:

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<tr>
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<td>£1,800 per Newsletter</td>
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<tr>
<td>Right placement tower / skyscraper</td>
<td>160x600</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.

<table>
<thead>
<tr>
<th>Journals</th>
<th>Discount</th>
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<tr>
<td>2</td>
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<tr>
<td>3</td>
<td>30%</td>
</tr>
<tr>
<td>4+</td>
<td>50%</td>
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</tbody>
</table>

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

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Print advertising options

PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Position</th>
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<td>Inside front cover / outside back cover</td>
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<tr>
<td>Double page spread (DPS)</td>
<td>£2,500</td>
</tr>
<tr>
<td>Belly bands</td>
<td>£1,600</td>
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<tr>
<td>Bound-in pages</td>
<td>£2,500</td>
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PRINT SPECIFICATIONS

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<td>216 x 279</td>
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<tr>
<td>DPS</td>
<td>438 x 285</td>
<td>432 x 279</td>
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<tbody>
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<tr>
<td>Whole page</td>
<td>221 x 286</td>
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<td>DPS</td>
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<tbody>
<tr>
<td>Half page</td>
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<tr>
<td>Whole page</td>
<td>216 x 285</td>
<td>210 x 280</td>
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<tr>
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<td>420 x 279</td>
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PUBLICATION SCHEDULES

<table>
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<tr>
<th>Journal</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>European Journal of Endocrinology</td>
<td>Monthly</td>
</tr>
<tr>
<td>Journal of Endocrinology</td>
<td>Monthly</td>
</tr>
<tr>
<td>Journal of Molecular Endocrinology</td>
<td>February, April, June, August, October, December</td>
</tr>
<tr>
<td>Endocrine-Related Cancer</td>
<td>February, April, June, August, October, December</td>
</tr>
<tr>
<td>Reproduction</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

Multiple-journal discount*

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

2 Journals – 20% discount on second journal
3 Journals – 30% discount on second and third journals
4+ Journals – 50% discount on second, third, fourth and subsequent journals.

DEADLINES

All print advertisements are due 6 weeks before the 1st of the cover month.

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

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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. To maintain editorial independence, Bioscientifica will not accept advertorials.

- 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.

- All print advertisements are due 6 weeks before the 1st of the cover month. Cancellations that arrive after this deadline will be charged at the full amount.

- A full refund will be given if a cancellation is received in writing, within 8 days of receipt of the signed order, and no less than 6 weeks before the 1st of the cover month.

- Bioscientifica does not release personally identifiable data on our users to advertisers.