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.

Contents

To advertise your product, service, or organisation in a Bioscientifica journal, contact Oliver Webb.  
@ oliver@owmedia.co.uk  01252 901140
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Reproduction
Endocrine Connections
Endocrinology, Diabetes & Metabolism Case Reports
Echo Research and Practice
Endocrine Abstracts
Bone Abstracts

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: 4.101

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: 112,151
Average monthly page views: 129,287
Average monthly ad impressions: 243,370
Average monthly ad click through rate: 0.03%

NEWSLETTER CIRCULATION

17,445
Newsletter open rate: 32%
Newsletter click through rate: 15%

TOP 5 EUROPEAN COUNTRIES*

Average monthly statistics

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>Impressions</th>
<th>Newsletters</th>
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<td>Spain</td>
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*Data from Google Analytics and Google Double Click

WEB VISITS BY REGION

<table>
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<tr>
<th>Region</th>
<th>UK</th>
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<th>Asia</th>
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<th>South America</th>
<th>Africa</th>
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<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

NEWSLETTER CIRCULATION BY REGION

To advertise in European Journal of Endocrinology, contact Oliver Webb.
@oliver@owmedia.co.uk 01252 901140
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: 4.706
Editor-in-chief: Professor Sof Andrikopoulos, University of Melbourne, Australia
Print frequency: Monthly
Society affiliations: Society for Endocrinology, Endocrine Society of Australia, European Society of Endocrinology, UK and Ireland Neuroendocrine Tumor Society and Japan Hormone and Cancer Society

WEB TRAFFIC*
Average monthly users: 12,998
Average monthly page views: 33,192
Average monthly ad impressions: 159,470
Average monthly ad click through rate: 0.03%

NEWSLETTER CIRCULATION
23,443
Newsletter open rate: 29%
Newsletter click through rate: 12%

TOP 5 EUROPEAN COUNTRIES*
Average monthly statistics

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
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<tr>
<td>Users</td>
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</table>

*Data from Google Analytics and Google Double Click

WEB VISITS BY REGION

NEWSLETTER CIRCULATION BY REGION

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 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:** 3.577

**Editor-in-chief:** Professor Sof Andrikopoulos, University of Melbourne, Australia

**Print frequency:** 8 issues per annum

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

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**WEB TRAFFIC**

Average monthly users: 26,239

Average monthly page views: 77,792

Average monthly ad impressions: 54,343

Average monthly ad click through rate: 0.02%

**NEWSLETTER CIRCULATION**

20,161

Newsletter open rate: 32%

Newsletter click through rate: 10%

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**TOP 5 EUROPEAN COUNTRIES**

Average monthly statistics

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain</th>
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</table>

*Data from Google Analytics and Google Double Click*
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:** 5.267
**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, UK and Ireland Neuroendocrine Tumour Society and Japan Hormone and Cancer Society

**WEB TRAFFIC**
- **Average monthly users:** 19,727
- **Average monthly page views:** 51,498
- **Average monthly ad impressions:** 105,367
- **Average monthly ad click through rate:** 0.03%

**NEWSLETTER CIRCULATION**
- **21,292**
- **Newsletter open rate:** 31%
- **Newsletter click through rate:** 12%

**TOP 5 EUROPEAN COUNTRIES**

**Average monthly statistics**

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>Impressions</th>
<th>Newsletters</th>
</tr>
</thead>
<tbody>
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<td>Germany</td>
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<td>3,096</td>
<td>511</td>
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<tr>
<td>Italy</td>
<td>637</td>
<td>4,819</td>
<td>1,469</td>
</tr>
<tr>
<td>Spain</td>
<td>367</td>
<td>2,370</td>
<td>717</td>
</tr>
</tbody>
</table>

*Data from Google Analytics and Google Double Click

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 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:** 3.100

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

**Print frequency:** Monthly

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

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**WEB TRAFFIC**

- **Average monthly users:** 75,458
- **Average monthly page views:** 86,475
- **Average monthly ad impressions:** 146,194
- **Average monthly ad click through rate:** 0.03%

**NEWSLETTER CIRCULATION**

- **11,416**
  - **Newsletter open rate:** 31%
  - **Newsletter click through rate:** 16%

**TOP 5 EUROPEAN COUNTRIES**

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
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<td><strong>Users</strong></td>
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<td><strong>Impressions</strong></td>
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<td>237</td>
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<td>338</td>
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</table>

*Data from Google Analytics and Google Double Click*
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: 4,745
Average monthly page views: 15,299
Average monthly ad impressions: 29,320
Average monthly ad click through rate: 0.08%

**NEWSLETTER CIRCULATION**

8,995
Newsletter open rate: 33%
Newsletter click through rate: 13%

**TOP 5 EUROPEAN COUNTRIES**

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
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<td>112</td>
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<td>534</td>
<td>625</td>
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<tr>
<td>Newsletters</td>
<td>811</td>
<td>211</td>
<td>225</td>
<td>646</td>
<td>289</td>
</tr>
</tbody>
</table>

*Data from Google Analytics and Google Double Click

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

@ oliver@owmedia.co.uk  01252 901140
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: 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: 4,795
Average monthly page views: 10,520
*Data from Google Analytics and Google Double Click

NEWSLETTER CIRCULATION
4,973
Newsletter open rate: 30%
Newsletter click through rate: 14%

WEB VISITS BY REGION
UK: 15%  Europe: 14%  North America: 39%  Asia: 22%
Australasia: 5%  South America: 3%  Africa: 3%

NEWSLETTER CIRCULATION BY REGION
UK: 16%  Europe: 37%  North America: 12%  Asia: 18%
Australasia: 5%  South America: 9%  Africa: 3%

To advertise in Endocrinology, Diabetes & Metabolism Case Reports, contact Oliver Webb.
@ oliver@owmedia.co.uk  01252 901140
Echo Research and Practice

Launched in July 2014, *Echo Research and Practice* is a new 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* already has an international reach, and the average number of monthly online users has grown by 75% since July 2014. 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

**Editor-in-chief:** Professor Petros Nihoyannopoulos MD, Imperial College London, UK

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

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**WEB TRAFFIC**

*Average monthly users:* 2,984
*Average monthly page views:* 8,760
*Average monthly ad impressions:* 21,003
*Average monthly ad click through rate:* 0.10%

**NEWSLETTER CIRCULATION**

3,364
*Newsletter open rate:* 26%
*Newsletter click through rate:* 19%

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**TOP 5 EUROPEAN COUNTRIES**

*Average monthly statistics*

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Newsletters</td>
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<td>25</td>
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<td>109</td>
<td>54</td>
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</tbody>
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*Data from Google Analytics and Google Double Click

**MEMBER’S 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*

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

Email: oliver@owmedia.co.uk
Phone: 01252 901140
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 page views:** 40,278

*Data from Google Analytics and Google Double Click

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**WEB VISITS BY REGION**

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<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
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<td>Europe</td>
<td>20%</td>
</tr>
<tr>
<td>North America</td>
<td>26%</td>
</tr>
<tr>
<td>Asia</td>
<td>19%</td>
</tr>
<tr>
<td>Australasia</td>
<td>4%</td>
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<tr>
<td>South America</td>
<td>2%</td>
</tr>
<tr>
<td>Africa</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

@ oliver@owmedia.co.uk  01252 901140
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

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**WEB TRAFFIC**

*Average monthly users:* 1,396

*Average monthly page views:* 2,867

*Data from Google Analytics and Google Double Click*
Online advertising options

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>
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</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>
<td></td>
</tr>
</tbody>
</table>

*Endocrinology Diabetes & Metabolism Case Reports*:

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle right on homepage</td>
<td>368x47</td>
<td>£60 per 1,000 impressions</td>
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<tr>
<td>Middle right on search page</td>
<td>200x200</td>
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</tbody>
</table>

**Newsletter**:

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<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>
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<tr>
<td>Right placement tower / skyscraper</td>
<td>160x600</td>
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</tr>
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</table>

**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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<td>3</td>
<td>30%</td>
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<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.

If you are interested in print advertising in any of our journals please contact Oliver Webb. Prices are available on request.

@ oliver@owmedia.co.uk 01252 901140
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.