

Journal of Investigative Medicine

The official journal of the American Federation for Medical Research (AFMR)



2018 RATES & DATA

A NEW WAY TO REACH
BIOMEDICAL RESEARCHERS

For more information on advertising,
and to discuss your campaign
requirements, please contact:

RON GORDON

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jim.bmj.com

BMJ

Publishing the latest developments in basic, clinical and translational medical research.

Journal of
Investigative Medicine

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The *Journal of Investigative Medicine (JIM)* covers all topics and specialty areas that are critical to the conduct of biomedical research: From the translation of clinical observations at the bedside, to basic and animal research, to clinical research and the implementation of innovative medical care.

Primary market: *JIM* is a multidisciplinary journal that's relevant to all medical specialties.

Its primary audience includes physicians who conduct biomedical research (basic and clinical science) and scientists in hospitals, laboratories, government and academic institutions (including professors).

Content covers all major specialties, including:

- Allergy and Immunology
- Anesthesiology
- Basic Science, Genetics, Molecular Medicine
- Cardiovascular/Lipidology
- Critical Care Medicine
- Dermatology
- Endocrinology, Metabolism, Diabetology
- Epidemiology, Biostatistics, Public Health
- Gastroenterology, Hepatology
- General Internal Medicine
- Gerontology/Aging
- Hematology/Oncology
- Infectious Disease
- Nephrology
- Neuroscience, Neurology
- Nutrition
- Pediatrics/Neonatology
- Preventive Medicine
- Psychiatry
- Pulmonary
- Rheumatology
- Surgery
- Vascular Medicine

Information about this title

Editor: Michael J. McPhaul, MD

Print frequency: 8 issues a year

Print Circulation: 830

Online frequency: Continuous

Print and online advertising options available as well as tailored packages including:

- reprints and ePrints
- themed supplements
- web focus
- cover tips

Bonus distribution!
- Experimental Biology 2017
- AFMR's Regional Meetings



JIM online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.

Online Advertising Rates

	Pixels	Rate	Minimum charge
Mobile banner	320 x 50	\$70 per 1,000 impressions	\$1,625 for 25,000 impressions
Leaderboard	728 x 90	\$70 per 1,000 impressions	\$3,250 for 50,000 impressions
Skyscraper	120 x 600	\$70 per 1,000 impressions	\$3,250 for 50,000 impressions
Superskyscraper	160 x 600	\$70 per 1,000 impressions	\$1,300 for 20,000 impressions
MPU (Mid page unit)	300 x 250	\$75 per 1,000 impressions	\$1,750 for 25,000 impressions
Expandable Skyscraper	160 x 600 x 240	\$80 per 1,000 impressions	\$3,750 for 50,000 impressions

Specifications

File type	GIFs (animated preferred) and Rich Media accepted, subject to production clearance
File size	Up to 50kb
Deadline to receive materials	5 working days prior to publication

Please note: Advertisements are accepted subject to availability and BMJ approval.

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PRINT ADVERTISING

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Display Advertising Rates

Format	Frequency	Color	Cost	Specifications
Quarter page	1x	Black & white	\$780	4.6"h x 2.5"w
	3x	Black & white	\$765	
	6x	Black & white	\$745	
	12x	Black & white	\$720	
Half page	1x	Black & white	\$1,210	Horizontal – 4.5"h x 6.8"w
	3x	Black & white	\$1,190	
	6x	Black & white	\$1,165	Vertical – 9.3"h x 3"w
	12x	Black & white	\$1,120	
Full page	1x	Black & white	\$1,730	Bleed – 11"h x 8.7"w
	1x	Color	\$3,230	
	3x	Black & white	\$1,700	Trim – 10.7"h x 7.8"w
	3x	Color	\$3,200	
	6x	Black & white	\$1,660	Live area – 9.2"h x 6.8"w
	6x	Color	\$3,160	
	12x	Black & white	\$1,600	
	12x	Color	\$3,100	

American Federation for Medical Research members receive complimentary print copies.

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



CIRCULATION
830

Publishing Deadlines for 2017

Issue	Final Selling Date	Artwork Due
January	December 6, 2017	December 8, 2017
February	January 11, 2018	January 18, 2018
March	February 8, 2018	February 15, 2018
April	March 7, 2018	March 14, 2018
June	May 9, 2018	May 16, 2018
August	July 1, 2018	July 17, 2018
October	September 10, 2018	September 17, 2018
December	November 11, 2018	November 15, 2018

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