

BRINGING RESEARCH TO CLINICAL PRACTICE

**MEDIA
PACK**



**REACH
50,000 GPs**

The BJGP is an international journal publishing research, debate and analysis, and clinical guidance for family practitioners and primary care researchers worldwide. It is specifically focused on important issues in general practice and contains material which is directly applicable to the day-to-day needs of practising GPs. It supports and encourages the highest standards of general medical practice and drawing on over 60 years of publishing expertise, has established itself as one of the leading journals of family medicine in the world.

The Journal's 2015 Impact Factor is 2.741, making it the top primary care journal in Europe and one the world's most highly cited journals of general practice and primary health care.

- Published monthly, it has a distribution of approximately 50,000 and is sent to members, fellows, and associates of the Royal College of General Practitioners (RCGP), opinion-forming leaders in the UK, health organisations, and subscribers in more than 50 countries worldwide.
- Editorially independent of the RCGP and read by key decision makers and opinions leaders.
- Each month the issue (48-56 pages) contains research, reviews, debate and analysis, clinical intelligence, correspondence, as well as appointments, conference and course information.
- Our research summaries are of key, peer reviewed papers, linked to the full report which is published online on the BJGP website: www.bjgp.org.

“The BJGP combines top quality, clinically relevant research with excellent debate and analysis on what matters in general practice and primary care, and also includes an excellent section of arts and culture features, regular columnists and personal viewpoints. Read it!”

Clare Gerada MBE, FRCP, FRCGP
Former Chair of Council, RCGP



Readership

The BJGP is published by the RCGP and as such is received by all of members of the College, as well as personal and institutional subscribers.

RCGP members regularly rate the BJGP as the most valued and most accessed member benefit as it has a vital role in helping doctors keep up to date with medical developments, new drugs, treatments and medications.

GPs provide primary and continuing medical care for patients in the community. They may run specialist clinics within the practice for patients with specific conditions and increasingly work as part of a team alongside other healthcare professionals, including community health doctors, to discuss care options for patients and their families and help patients to take responsibility for their own health. GPs who are partners in a practice are also responsible for the running of the practice, which involves a range of administrative activities, such as employing staff, managing contracts and working within strict budgets.

GPs play a key role in commissioning healthcare, organising preventive medical programmes for patients as well as promoting health education. They are also required to meet government targets, manage resources to meet those targets and keep abreast of developments in pharmaceutical products.

The BJGP also has an impressive and growing number of non-RCGP members who subscribe, including international and UK-based individuals and institutions such as family practices, hospitals, universities, and other healthcare organisations.

Content

Every issue includes the following contents and features:

Editorial and Letters

Topical and issue-focused editorials and reader correspondence.

Research

Presented as summaries written by the authors of the papers which are published in full on the BJGP website.

Out of Hours

A variety of material to stimulate, entertain and inform.

Debate & Analysis

Authoritative and often controversial writing on topical, clinical and policy matters.

Clinical Intelligence

A range of clinical information based on recently published guidance and reviews.

Classified

Jobs, courses, conferences and events.

Why advertise in the BJGP?

- Offers a very targeted audience of qualified and practising GPs.
- Provides a cost effective channel for communicating with large numbers of increasingly influential GPs.
- Its readership represents easily the largest membership base of practising GPs.
- Consistently rated as the most valued member benefit by RCGP members.
- Consistently ranked as the most accessed member benefit by RCGP members.
- Offers very engaged, stable and loyal readership meaning more attention will be paid to your advertisement.
- Its low cost per thousand rates offers unrivalled value for money.
- Its low advertising to editorial ratio significantly improves the readership opportunity for your advertisement.
- BJGP is recognised as a valuable and trusted source of important information by its readership.
- BJGP has a reputation for delivering the high quality information and research which influences clinical practice.
- Advertisements have a shelf-life long beyond the current issue.

Future issues – themes

For a list of future themes, please contact us.

Advertising opportunities

The Journal offers display and classified advertising, carrier sheet advertising as well as inserts, which can be targeted to any regions you may want to reach, nationally or internationally. To get the best deal, spread your advertising campaign over a number of issues to get significant volume discounts.

Display advertisements

Display advertising plays a key part in informing and educating your target market, as well developing brand image and encouraging brand loyalty. It can also help your organisation convey the positioning of the brand and influence buying decisions.

Placing a display advertisement within the BJGP will help your organisation develop and then maintain brand awareness among your target audience of practising GPs and offers you an unrivalled opportunity to increase the awareness of your product or service.

Classified advertisements

Provide an excellent cost effective means of putting a short message across to a wide audience of practising GPs.

Inserts

- have the advantage that they can be shared around a medical practice due to their removable nature
- have greater impact than advertisements in that they are immediately seen on opening the wrapper
- can be targeted by region if content is only relevant to one or more geographical location, offering cost effective targeting
- can be booked at much shorter notice and can be of any design or format
- can be combined with an advertisement (print version of the Journal advertisement) at an agreed discount.

Carrier sheet

Achieve maximum impact by advertising on the carrier sheet – your advertisement will be the first thing readers will see when receiving the Journal.

Online advertising

You can also advertise on the BJGP website: www.bjgp.org

Contact us for information on rates and discounts

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We offer a 10% discount to registered charities and agencies, fellows, members and associates of the RCGP. All prices are subject to VAT.