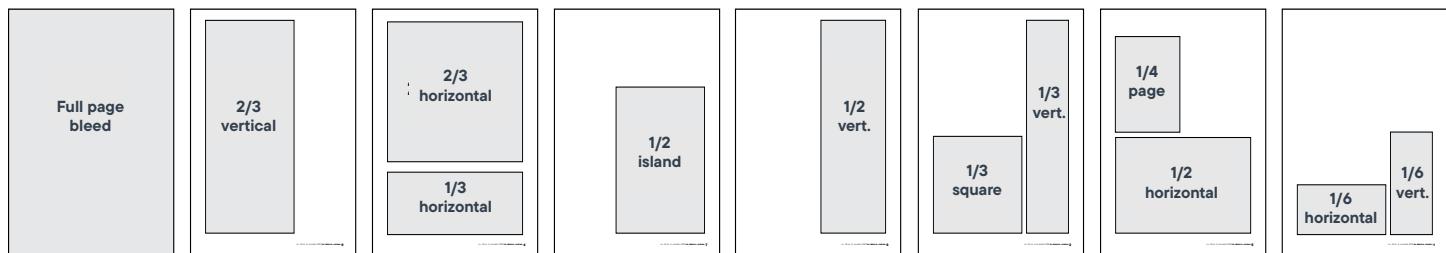


The *BC Medical Journal* is physicians' trusted source for research and articles that impact patient care in BC. We provide access to the customers you want to reach in an environment they trust.

**RATES
UNCHANGED
FROM 2025**

Print advertising

Display ads



Rates per issue (10 issues per year)

| Number of Insertions Four-color process | 1X | 5X | 10X |
|--|---------|---------|---------|
| Outside back cover | \$3,500 | \$3,300 | \$2,800 |
| Inside front cover | 3,300 | 3,000 | 2,700 |
| Inside back cover | 3,100 | 2,900 | 2,600 |
| Full page | 2,800 | 2,500 | 2,300 |
| 2/3 page | 2,300 | 2,100 | 1,900 |
| 1/2 page | 2,000 | 1,800 | 1,600 |
| 1/3 page | 1,700 | 1,500 | 1,300 |
| 1/4 page | 1,400 | 1,200 | 1,000 |
| 1/6 page | 1,000 | 950 | 850 |

Guaranteed position: Space rate plus 20%. All rates are net and in Canadian dollars, subject to applicable taxes.

Deadlines

| Issue | Space closing | Ads due |
|-----------|---------------|--------------|
| February | January 9 | January 15 |
| March | February 9 | February 13 |
| April | March 11 | March 13 |
| May | April 10 | April 15 |
| June | May 11 | May 14 |
| July | June 10 | June 15 |
| September | August 10 | August 13 |
| October | September 10 | September 14 |
| November | October 9 | October 15 |
| December | November 9 | November 13 |



Technical specifications

| Ad size | Width" | Height" |
|------------------|--------|---------|
| Full page bleed* | 8.375 | 10.75 |
| 2/3 vertical | 4.85 | 9.25 |
| 2/3 horizontal | 7.375 | 6.11 |
| 1/2 vertical | 3.58 | 9.25 |
| 1/2 horizontal | 7.375 | 4.52 |
| 1/2 island | 4.85 | 6.86 |
| 1/3 vertical | 2.32 | 9.25 |
| 1/3 square | 4.85 | 4.52 |
| 1/3 horizontal | 7.375 | 2.94 |
| 1/4 page | 3.58 | 4.52 |
| 1/6 vertical | 2.32 | 4.52 |
| 1/6 horizontal | 4.85 | 2.16 |

*Full page bleed specs:

Trim: 8.375"W x 10.75"H

Bleed: Require 1/8" extra on all 4 sides (total size: 8.625"W x 11"H)

Crop mark offset: Important!

Crop marks to be offset 1/8" or 9 points (this is more than the default 6 points).

Crop marks not to encroach into the bleed area.

Safe area: (for text and logos etc.): 8" wide x 10.375" high (use a 3/8" margin)

File format: 300 dpi, high resolution PDF, fonts included, CMYK or greyscale color space (PDF/X-1a standard). Go to mitchellpress.com for instructions on how to create color PDF files.

BCMJ mail-out enclosures

Include your printed pamphlets or other promotional materials with a mailed issue of the *BCMJ*. Enclosures are delivered inside the mailing envelope along with the Journal.

When an enclosure is purchased, you have the option to print an ad on the back of the envelope to accompany your enclosure for an additional fee.

Rates

Our rates are competitive with Canada Post and your mailing will be delivered along with the publication BC doctors trust, at the same cost as an independent mailing.

| | |
|---------------------------------------|--------------------|
| Enclosure | \$1.95/enclosure** |
| Mailing envelope advertisement | \$2,000/issue |

***Canada Post standard charges for additional weight will apply for heavier enclosures.*

Optional envelope ad — Technical specifications

| Ad size | Width" | Height" |
|---|---------------|----------------|
| Enclosure: 20 lb. sheet, folded or flat (Advertiser supplies printed materials directly to the <i>BCMJ</i> distributor.) | 8.5 | 11 |
| Envelope back | 10 | 7 |



Deadlines

| Issue | Envelope ads due | Enclosures due |
|--------------|-------------------------|-----------------------|
| February | January 12 | January 23 |
| March | February 23 | February 23 |
| April | March 13 | March 23 |
| May | April 17 | April 22 |
| June | May 13 | May 22 |
| July | June 15 | June 22 |
| September | August 12 | August 21 |
| October | September 16 | September 21 |
| November | October 15 | October 22 |
| December | November 13 | November 23 |

Digital advertising

BCMJ website

Rates

| Leaderboard | Vertical Banner 1 | Vertical Banner 2 |
|-------------|-------------------|-------------------|
| \$850/month | \$645/month | \$495/month |

Pricing

- Rates shown are for 1 calendar month
- Rates for a 2-week period are 25% off the monthly rate
- Periods run from either 1–15 or 15–31 of any month
- Three spots are available for each position
- Ads (either static or animated) rotate every 10 seconds (see Technical Specifications for details)

Technical specifications

| Position | Width (px) | Height (px) |
|-----------------------|------------|-------------|
| Leaderboard | 1,250 | 100 |
| Vertical banner 1 & 2 | 280 | 600 |

File types: JPEG or GIF (static) or PNG

Animation: Animated GIF (up to 3 frames with a total time of exactly 10 seconds)

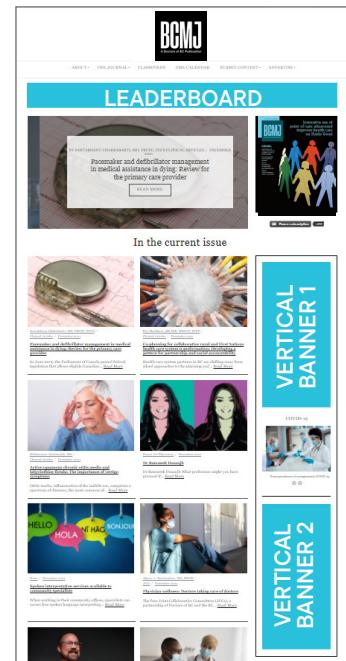
Flash: Not accepted

File size: Up to 200 K

Resolution: 72 dpi

Deadline

Ad files—sent as attachments to email—must be received **7 days prior** to live date. (Ads embedded in emails are not acceptable.)



**Combine print and digital advertising
to maximize your ad dollars.**

BCMJ e-newsletter

Rates

| Mid-page banner | Lower banner | Advertorial (100 words + image) |
|-----------------|--------------|------------------------------------|
| \$495 | \$395 | \$500 |

Technical specifications

| Position | Width (px) | Height (px) |
|----------------------------|------------|-------------|
| Mid-page and lower banners | 515 | 108 |
| Advertorial image | 140 | 180 |

File types: JPEG or GIF (static) or PNG

Animation: Animated GIF (up to 3 frames with a total time of exactly 10 seconds)

Flash: Not accepted

File size: Up to 200 K

Resolution: 72 dpi

Deadlines

- Ad files—sent as attachments to email—must be received **7 days prior** to the date that an e-newsletter is sent out (the first business day of each month a print issue is published).
- Advertorial text and image should be sent via email **10 business days prior** to the date that an e-newsletter is sent out.



Fast facts

Established: 1959

Print frequency: 10 times/year

Web: bcmj.org

Circulation: 17,000

Ownership: The official publication of Doctors of BC

Audience: Affluent, influential physicians across BC

Ranked: #1 BC medical publication

Reach: 94% of BC doctors read the *BCMJ* at least occasionally

Interest: 82% of doctors are interested in print and online ads



Here's what our readers are saying:

“

“I love the community and information sharing, it makes me feel connected and interested.”

“I like taking the print version in my going-out bag so I may read it if I have a few spare minutes. It's the only medical journal I read all the way through!”

*“The *BCMJ* has a reputation as a valuable resource for members of the Doctors of BC. The Journal encourages academia, provides timely information about the profession, and enables members to voice cogent concerns that are topical.”*

“It feels so important to have a local publication that helps unite us across specialties and silos. I love knowing what others are up to, and like that there is a place where I can communicate my innovations, thoughts, and passions and know my colleagues in BC are listening”

*“There is a unique slant to how we do things in Canada/BC that is captured in the *BCMJ* as opposed to more general medical resources.”*

”

Contact

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**doctors
of bc**

