

2026 Media Rate Card

Reach BC doctors where they live and work

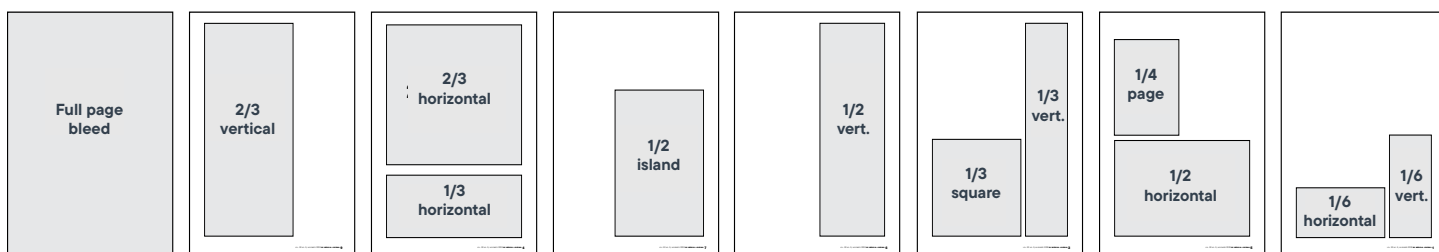
Print • Digital

**RATES
UNCHANGED
FROM 2025**

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.

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)

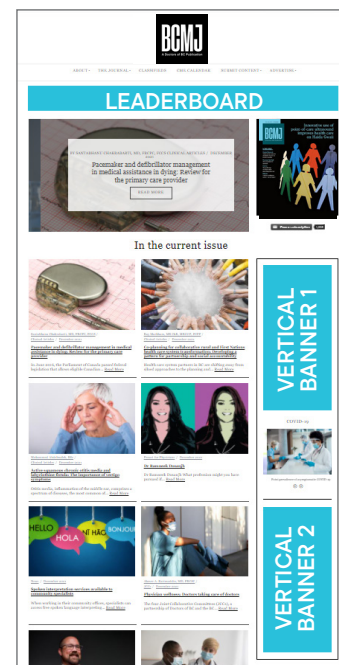
Flash: Not accepted

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:

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"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."

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Contact

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bcmj.org

**doctors
of bc**

