



Reach every doctor in BC with the

BCMJ
BC Medical Journal

www.bcmj.org

2010 Rate Card

FAST FACTS

Established: 1959

Frequency:
10 times/year

Circulation: 11,500
(all BC doctors)

Readership:
84% of all doctors

Audience: Affluent,
influential physicians
across BC

Ranked: #1 medical
publication in BC

“The *BCMJ* has a long history of service to the physicians and general population of British Columbia. It provides practical education in its articles, which are, frankly, of greater interest than the *CMAJ*'s.”

—Michael Livingston, MD

“I'm a great fan of the *BCMJ*!”

—Jack Burak, MD

“Having published in many other journals and publications, I find the *BCMJ* at the top of the pack as far as efficiency and professionalism go.”

—Terry Curran, MD

Want access to every doctor in BC?

We've got you covered

If you want to reach doctors in BC, *BC Medical Journal* is your answer.

BC doctors **own** the *BC Medical Journal*—it's their association's own publication. BC doctors **trust** the *BC Medical Journal*—it's written and governed by their colleagues. The *BC Medical Journal* is not a throw-away lifestyle mag designed to drain your ad dollars—it's a real journal with a venerable 50-year history.

Ipsos Reid surveys consistently show that the *BC Medical Journal* is doctors' preferred medical publication.* It's where they go, month after month, year after year, to learn about what's new in medicine in BC, and what they're colleagues are saying about it.

So if you want access to BC doctors in an environment they trust, place your ad in the *BC Medical Journal*, BC doctors' own publication.

The *BCMJ* delivers readers, not just copies.

Our 11,500 readers are:

- Decision-makers and leaders
- High-income earners
- General practitioners, surgeons, and other specialists
- Clinic owners
- Hospital staff, researchers, and clinicians

84% readership

According to the most recent Ipsos-ASI readership study, the *BC Medical Journal* ranks first among all medical publications, with a readership of 84% (followed by the *CMAJ*, *Medical Post*, and *Canadian Family Physician*).

Readers' #1 choice

When asked to think about the sources they use to find out about issues and information affecting medical practice in BC, doctors named the *BC Medical Journal* as their primary source, head and shoulders above the rest.



*All data from a telephone survey conducted by Ipsos-ASI in January 2005. Results accurate within +/-6.9% 19 times out of 20. In 2009 Ipsos conducted focus groups across BC on behalf of the *BCMJ*. Results were consistent with quantitative research; please ask your sales representative for details.

Rates

Number of Insertions	1 X	3 X	10 X
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FOUR-COLOR PROCESS

Outside back cover	3200	3000	2700
Inside front cover	3100	2900	2600
Inside back cover	3000	2800	2500
Full page	2500	2400	2100
2/3 page	2100	2000	1800
1/2 page	1800	1700	1500
1/3 page	1500	1400	1200
1/4 page	1200	1100	900
1/6 page	900	850	700

BLACK & WHITE

Full page	1800	1700	1500
2/3 page	1500	1450	1300
1/2 page	1300	1200	1000
1/3 page	1000	950	850
1/4 page	850	800	700
1/6 page	700	650	550

RECRUITMENT ADS (per insertion)

	black & white	4 color
Full page	1400	1800
1/2	800	1100
1/4	600	800

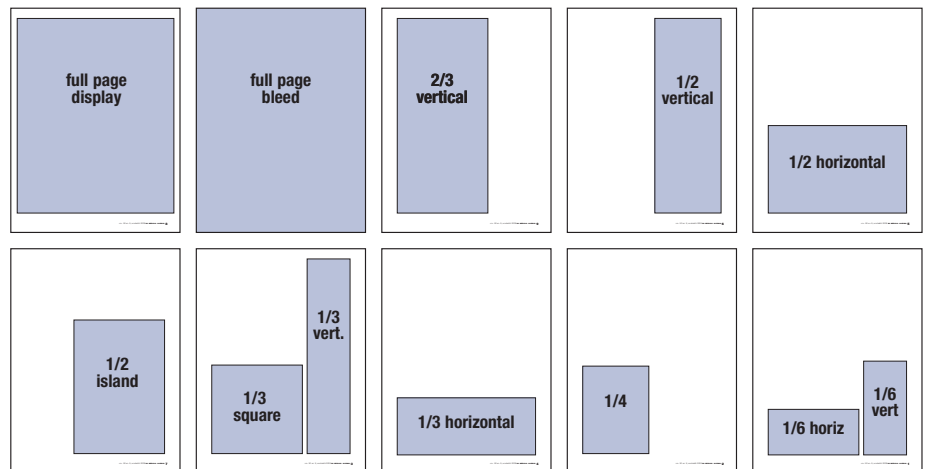
Ad sizes

	WIDTH"	HEIGHT"
Full page display	7.5	9.31
Full page bleed*	8.125	10.75
2/3 page	4.35	9.31
1/2 vertical	3.18	9.31
1/2 horizontal	6.625	4.2
1/2 island	4.35	6.4
1/3 vertical	2.075	9.31
1/3 square	4.35	4.25
1/3 horizontal	6.625	2.75
1/4 page	3.18	4.2
1/6 vertical	2.075	4.5
1/6 horizontal	4.35	2.2

*Trim: 8.125"W x 10.75"D;

Bleed: require 1/8" extra on all four sides (8.375"W x 11"D);

Live Area: allow 3/8" margin on all 4 sides (7.375"W x 10"D)



Specifications

The *British Columbia Medical Journal* is printed on web offset equipment, saddle-stitched, 3 columns per page, each column 2" wide.



Prescribing Information Pages:

In black and white, together with four-color advertising at a special rate of \$1250 per page.

Polybag Inserts: \$2400 for one 8.5"x11" 20 lb. sheet, folded or flat

Guaranteed Position Space rate plus 20%. Please approve all cover positions with the advertising representative prior to writing a contract.

Rate: All rates are net and in Canadian dollars, subject to applicable taxes.

“We feel the *BCMJ* is the best advertising vehicle for our services. We are professionals and through the *BCMJ* we reach our specific target audience—the doctors of BC—directly.”

—Brian Day, MB
Specialist Referral Clinic and
Cambie Surgery Centre

“A great journal.”

—Doug Blackman, MD

“The *BCMJ* is one of the few journals I read from cover to cover.”

—John Dmytryshyn, MD

“The *BCMJ* has become a very effective voice for the association and for the profession as a whole.”

—C.E. McDonnell, MD



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Space & material deadlines

ISSUE	SPACE CLOSING	FINAL DIGITAL AD MATERIAL
December 2009	November 10	November 13
February 2010	January 8	January 15
March	February 10	February 14
April	March 10	March 15
May	April 9	April 15
June	May 10	May 14
July	June 10	June 15
September	August 10	August 13
October	September 10	September 15
November	October 8	October 15
December	November 10	November 15

Policies

Copy content and design: All advertising content and design must be acceptable to the British Columbia Medical Association, and in certain instances (i.e., pharmaceutical advertising) PAAB approval, which reserves the right to postpone or refuse, without penalty, publication of any advertisement.

Production charges: A surcharge will be levied if production is required. Production costs will be provided upon request.

Cancellations and liability for error: Maximum liability for error on the part of the BCMA is restricted to the space for the advertisement in the form of a “make good” ad.

Payment: Payment is due within 30 days of publication.

Cancellations: Must be received in writing 30 days prior to closing date. Covers are non-cancelable.

The *BCMJ* reserves the right to refuse advertising.

About the BC Medical Association

Founded in 1900, the BC Medical Association represents 11,500 physicians and surgeons in the province.

The association:

- Negotiates on behalf of all BC physicians
- Provides member services
- Provides publications and research
- Influences public policies on health care delivery
- Lobbies government on public health issues

The *BC Medical Journal* is the flagship publication of the BCMA.

ADVERTISING REPRESENTATIVES

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