

BJPsych

Cambridge University Press offers several online advertising opportunities.

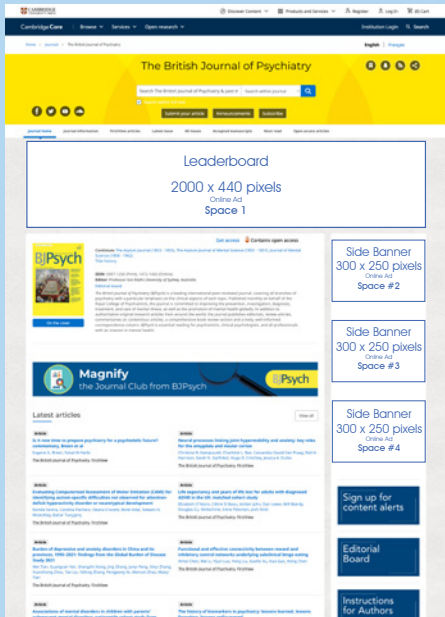
Since initial implementation there has been a steady increase in online subscription readership, due to the participation of *The British Journal of Psychiatry* (BJPsych) in a number of large publishing consortia that provide access to a large number of users solely by online access. The BJPsych homepage on Cambridge Core is also visited hundreds of times per month by non-subscribers who view the articles and abstracts.

ONLINE ADVERTISING

Our partnership with Cambridge University Press has provided unprecedented access to *The British Journal of Psychiatry* (BJPsych). With their proprietary online platform, **Cambridge Core**, relevant books and journals content are brought together on one site for the first time, offering visitors myriad opportunities to view your banner advertisement. Its responsive design automatically configures to handheld devices, making sure your message remains unchanged.

Most of Core’s visitors are a direct result of Cambridge’s robust consortia program which provides access to hundreds of thousands of tech savvy end-users who log-on each day to access research from Cambridge’s roster of journals that includes, *The British Journal of Psychiatry* (BJPsych).

Online advertising expands the reach of your message and is cost effective. Please contact **Stephen Mell at PTM Publishers Limited** or advertising@ptmpublishers.com for more information on how advertising in BJPsych, can expand your audience and help drive sales.



ONLINE RATES

Leaderboard **£1,000** per month
Side Banner **£400** per month

STATISTICS

Total Homepage Views	Average Monthly Homepage Views
902,856	75,238

Period from January 1, 2024 to December 31, 2024

Av. monthly impressions for MPU ads: **11,000**
Av. monthly impressions for Leaderboard ads: **33,000**

REQUIREMENTS FOR ONLINE BANNER AD

- Online ad files should be sized:
Leaderboard 2000 x 440 pixels (w x h)
Side banner 300 x 250 pixels (w x h)
- Files accepted: .gif or .jpeg
- An URL must be provided with the file
- Can accept files with multiple frames as long as the file size does not exceed 100 KB in hard drive space
- Positioning of banner ads is first-come, first-served

DEADLINES

We will accept new materials for upload until the 25th of the month prior to flight date.

GENERAL POLICY

All advertising is subject to approval. The publisher and the RCPsych reserve the right to reject any advertising which is not in keeping with the publications’ standards. Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, tables, trademarks or other copyrighted matter) of advertisements published, and also assume responsibility for any claims arising therefrom made against the publishers. The publishers’ liability for any error will not exceed the charge for the advertisement in question.





ADVERTISING SALES

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e: advertising@ptmpublishers.com

PUBLISHER

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Shaftesbury Road
Cambridge CB2 8BS UK

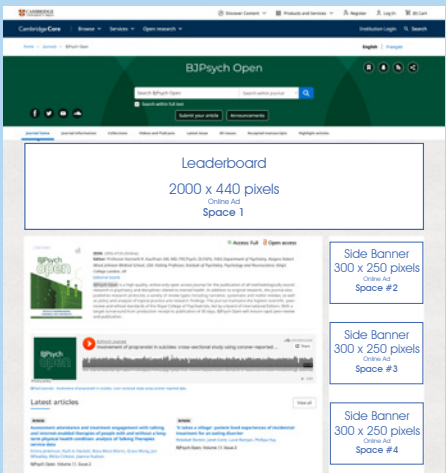
t: +44 (0)1223 358331
e: special_sales@cambridge.org

BJPSYCH OPEN NOW ACCEPTS
ONLINE ADVERTISING

ISSN: 2056-4724 (Online)
Editor: Professor Kenneth R. Kaufman

BJPsych Open is a high-quality, online-only open access journal for the publication of all methodologically sound research in psychiatry and disciplines related to mental health. In addition to original research, the journal also publishes research protocols; a variety of review types including narrative, systematic and realist reviews; as well as policy and analysis of topical practice and research findings. The journal maintains the highest scientific, peer-review and ethical standards of the Royal College of Psychiatrists, led by a board of international Editors. With a target turnaround from production receipt to publication of 30 days, *BJPsych Open* will ensure rapid peer-review and publication.

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STATISTICS

Total Homepage Views	Average Monthly Homepage Views
130,652	10,888

Period from January 1, 2024 to December 31, 2024

ONLINE RATES

Leaderboard **£750** per month
Side Banner **£300** per month

REQUIREMENTS FOR ONLINE BANNER AD

- Online ad files should be sized:
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