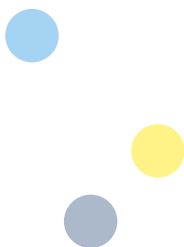
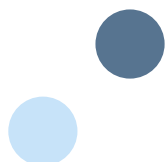


*Attract the most
brilliant minds
in medicine*

BMJ Careers
Media Pack 2011



BMJ **Careers**
Natural Selection

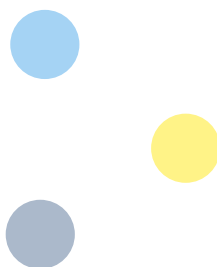


Be seen by the brightest and the best

BMJ Careers is the no.1 destination for job seeking doctors. No matter what kind of doctor you are looking for, we have an advertising solution to suit your needs.

Fast, flexible, targeted

Our expert staff are on hand to advise you on the best advertising package for your vacancy and ensure you attract the highest quality applicants. We publish two editions of BMJ every week, allowing you to target hospital doctors and academics in the Clinical Research edition and GPs in the General Practice edition. With combined print and online exposure your jobs will reach the widest possible audience of active and passive job seekers. We are confident we can offer you a flexible, targeted and cost effective solution to meet your needs.





Our products and services.



Recruiting hospital doctors

BMJ Clinical Research has a circulation of 72,130¹ and reaches 146,865² doctors online. We offer the unique strengths of combined print and online, ensuring you reach the brightest and best applicants and fill your vacancy with the highest calibre of candidate.

Market leadership

Contact

T: +44 (0)20 7383 6536/6179

E: sales@bmjcareers.com

94%

94%³ of hospital doctors use BMJ Careers when looking for a job.

BMJ Careers

94%



jobs.nhs.uk

63%



doctors.net.uk

33%



The lancet

13%



146,865²
monthly
unique users

Print circulation:
72,130¹



Recruiting hospital doctors

Attract the most brilliant minds in medicine.



Online advertising
Benefit from the unique strengths of print and web combined
146,865² monthly unique users

Want to make a great move? Act FAST and join our progressive stroke unit

Fancy a change of scenery within a modern, welcoming environment?
Are you passionate about creating superb services for stroke patients?
Serious about quality clinical outcomes that make a difference?
Time to call and enquire about our Consultant Stroke Physician post...

As the primary centre for stroke - serving North Derbyshire's 400,000+ population (and networked with North Trent*) we're committed to improving, developing and investing in this vital service. Already providing thrombolysis, we've spent time and money to develop an award winning medical, nursing and therapy team that puts stroke patients at the heart of everything it achieves.

In 2011, stroke rehabilitation will move to our site - and we're in the process of building an up-to-date unit that will offer the very best to patients, including a therapy and rehabilitation zone. As lead provider for the rehabilitation pathway, and with the prospect of setting up an early supported discharge team, there is certainly an opportunity here to create and mould a first-class service.

As a result of this continued progression, we're looking to appoint a third consultant stroke physician.

You will be a highly motivated consultant (or equivalent) able to demonstrate stroke service knowledge and experience.

Alternatively, applicants will be welcomed from individuals approaching the end of their training, who are within six months of receiving CCT in the field of general medicine and/or healthcare of the elderly. If necessary such individuals will be provided with specific time and funding to gain any outstanding stroke related competences.

If you enjoy challenges, would like to be in the heart of Derbyshire, with the Peak District 'on the doorstep', Chesterfield Royal Hospital is a modern, achieving NHS Foundation Trust with prospects - which could be right for you. Act FAST and find out more about this exciting opportunity.

*North Trent network covers Derbyshire, Staffordshire, Cheshire, Greater Manchester, Lincolnshire, Leicestershire and North Yorkshire

For further information contact: Dr Pervaz Iqbal, Clinical Director on 01246 512899 or Jacqui Tuffnell, General Manager on 01246 512406.

To request an application form and job description call: Cheryl Townsend on 01246 513756 or e-mail: cheryl.townsend@chesterfieldroyal.nhs.uk
Interview date: Wednesday, February 16th 2011



Chesterfield Royal Hospital **NHS**
NHS Foundation Trust

Press advertising
72,130¹ readers of BMJ
Clinical Research each week

Recruiting GPs

I found using BMJ Careers quick and easy. The advert produced lots of good quality responses and I'd be happy to use BMJ Careers again.

Bartlemas Surgery, Oxford

BMJ Careers is the first choice for 88%³ of job seeking GPs, making it the most effective way to recruit a doctor.

88%

GPs

88%³ of GPs use BMJ Careers when looking for a job. That's over twice as many GPs than any other source

BMJ Careers

88%



doctors.net.uk

43%



Pulse

34%



GP

28%



BMJ General Practice has a circulation of 28,075¹ and reaches 146,865² doctors online. We offer the unique strengths of combined print and online, exposing your jobs to the most brilliant minds in medicine.

Special GP recruitment package

Book your campaign with us and receive a free insertion with a series booking. We are so confident that we will fill your vacancy that if you don't fill it first time round we'll give a 50% discount for a further series booking, and six weeks online at no extra charge!

Contact

T: +44 (0)20 7383 6782

E: sales@bmjcareers.com

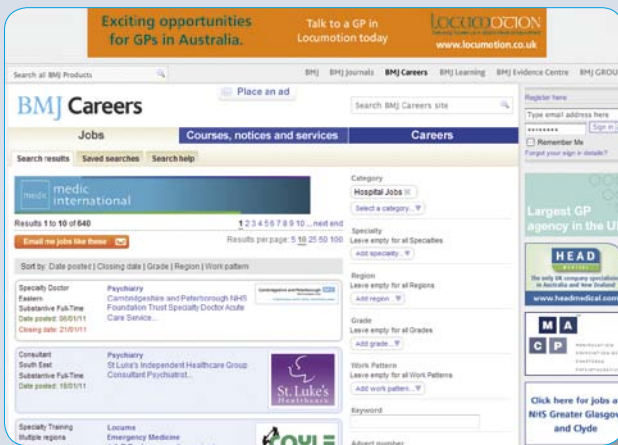
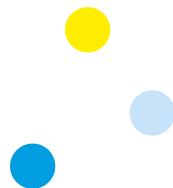
146,865²
monthly
unique users

Print circulation:
28,075¹



Recruiting GPs

Be seen by the brightest and the best.



Online advertising
The first choice for
job seeking GPs
146,865² monthly
unique users



BIRBECK MEDICAL GROUP
Penrith, Cumbria

Locum Required February 2011
MRGP preferable

Eight sessions/week plus occasional "extended hours" evening sessions.
Six month contract.

We are a large semi-rural Practice situated at the gateway to the North Lakes. Our friendly and committed team endeavour to deliver high quality general medical services to 16,100 patients. EMIS Paperlight.

Applications in writing enclosing CV to Mrs A Bowmer, Practice Manager, Birbeck Medical Group, Penrith Health Centre, Bridge Lane, Penrith, Cumbria CA11 8HW.

**For further details and informal discussion please telephone:
01768 214620.**



280744-0

Press advertising
27,075¹ readers
of BMJ General Practice
each week

Recruiting outside the NHS

● ●
As a long standing supplier of locum and permanent doctors to the NHS and further afield, it is vital we use effective recruitment channels. Over the years BMJ Careers has always been our first choice, both for the level of response and the good standard of doctors it brings to us. It's promotion worldwide is a particular benefit we rely on.

Medic International

BMJ Careers offers access to over 100,000 hospital doctors and GPs, across all grades and specialties. We are the market leader in both sectors, making BMJ Careers the preferred choice of job seeking doctors.

Contact

T: +44 (0)20 7383 6068

E: sales@bmjcareers.com

94% Hospital doctors

88% GPs

94%³ of hospital doctors and 88%³ of GPs use BMJ Careers when looking for a job.

146,865²

monthly unique users
to careers.bmj.com

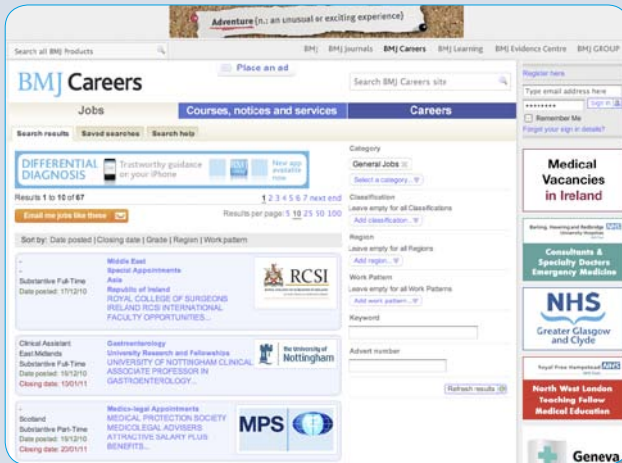
Print
circulation:

100,205¹



Recruiting outside the NHS

Unique access to the best quality candidates.



Online advertising
Market leader for both
GP and hospital doctor
recruitment

146,865²
monthly unique users
225,758²
visits every month

medic **medic**
international

...because experience makes a difference

As one of the UK's longest running
medical recruitment agencies, we have
the contacts and knowledge required
to bring premium locum and permanent
opportunities and doctors together.

Contact us now for further information
0845 508 6074
www.medicinternational.com
info@medicinternational.co.uk

Press advertising
Reach 100,205¹ readers
each week

Advertising online

● ●
We were very impressed with the response rate from our BMJ Careers Featured Job advertisement. There was an approximate 400% increase in web traffic through our site compared to our normal background hit rate. I thought it was a very cost effective exercise and we will certainly be advertising here again!

Spiral Blue

Advertising online is a great way to promote a specific vacancy, increase awareness of your company or promote the products and services you offer. In addition to print advertising you can reach over **146,865²** unique online users, ensuring the widest possible audience of active and passive job seekers.

Contact

T: +44 (0)20 7383 6068

E: sales@bmjcareers.com

83%

Hospital
Doctors

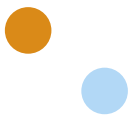
iPhone app

Over 5,000 app downloads. Doctors can find your jobs whether they are at home, at work, or on the move.

75%

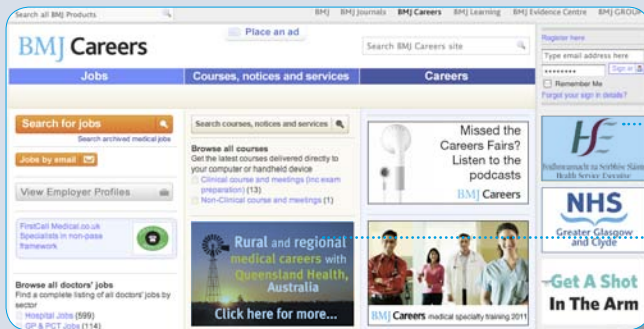
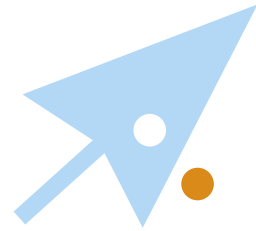
GPs

83%³ of GPs and 75%³ of hospital doctors use both print AND online when looking for a job



Advertising online

Benefit from cross-platform reach.

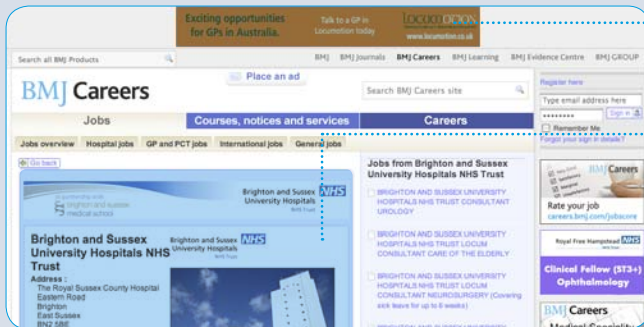


Buttons

- Extend your reach by placing your job on the homepage

MPU

- Prominent central position to maximise your response

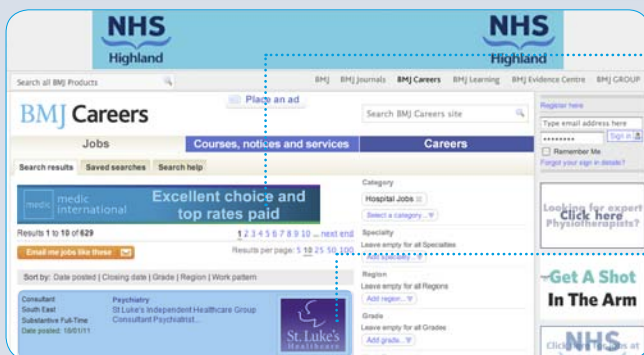


Banner/leaderboard

- Eye catching prominence at the top of every page

Employer profile

- Showcase your organisation with an employer profile
- Promote your local area with local information, images, maps, video, or podcasts
- All your current vacancies linked to your profile
- Employer branding



Search banner

- Target your audience with a banner appearing alongside search results

Logo on listing

- Enhance the visibility of your listing with a logo

Advertising online

Online packages

Our online packages have been carefully devised by analysing our most popular and effective digital advertising combinations. We have a range of packages to enhance your print advertisement, comprising of different combinations of online products for different recruitment scenarios.

The basic component is a print advertisement with its online listing. The listing is tagged by grade, specialty and region to ensure your vacancy can be found by thousands of active medical job seekers when conducting a search on BMJ Careers each week. The cost of a job listing is £125 + VAT. Build on your basic campaign by choosing from the packages below.

IMPACT

£300 + VAT

Maximise your impact with branded access to active jobseekers. Your job listing is displayed in an eye catching format and benefits from both a prime position in search results and a highly visible Featured Job position on one of our search pages.

- **Enhanced formatting**
- **Prime position**
- **Featured job on category page**

REACH

£500 + VAT

Reach an even wider range of applicants with this package. This offers the dual benefits of a highly visible and targeted job listing and exposure via our homepage to over 146,000 unique visitors each month.

- **Enhanced formatting**
- **Prime position**
- **Homepage button**
- **Featured job on home page/ category page**



Capitalise on doctors' job seeking habits.

EXTEND

£750 + VAT

Extend your reach to an audience of both active and passive job seekers. Benefit from unique access to job seekers on BMJ Careers and access to the UK's top clinicians and academics via BMJ Journals specialty sites, covering more than 20 medical specialties.

- **Prime position**
- **Homepage button**
- **Listing on specialty site**
- **Job alert button**
- **Mobile banner**

BRAND

£1000 + VAT

The ultimate way to recruit and to build your brand in the medical sector. This package offers effective, rapid recruitment and the long term benefits of extended brand exposure for your organisation.

- **Prime position**
- **Homepage Button**
- **Listing on specialty site**
- **Job alert button**
- **Featured job**

To discuss any of these packages, or for more information contact:

+44 (0)20 7383 6536/6179
sales@bmjcareers.com

BMJ Careers Fair

● ●
We have been in touch with many of the doctors we met at the BMJ Careers Fair and progressing them through to our health services, so the outcome has been very positive for us.

Fran Joliffe, Manager, International Recruitment Bureau,
Department of Health, Western Australia

Excellent to have opportunity to discuss with so many recruiters in one location.

BMJ Careers Fair delegate, 2010

BMJ Careers organises the UK's largest medical recruitment fair, attracting around 1400 delegates each year. We offer a unique opportunity to meet potential applicants in person, saving you time and money on recruitment costs. We can offer you a range of sponsorship and exhibition opportunities to suit your budget and objectives, and are happy to tailor a package to your needs.

- Meet potential applicants
- Increase the visibility of your organisation
- Network with other recruiters and service providers
- Receive valuable feedback from your intended market

Contact

T: +44 (0)20 7874 7067

E: sales@bmjcareers.com

100%

100% of exhibitors at the 2010 BMJ Careers Fair would recommend exhibiting to other organisations.

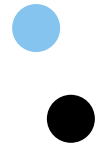
85%

85% of exhibitors said the delegates were the right target audience for their organisation.



BMJ Careers Fair

Meet doctors face to face.





Our rates.



NHS rates 2011

Print

	Clinical Research	General Practice	Combined
Double column centimetre semi display	£ 59.50	£ 56.66	£ 78.30
Single column centimetre rates	£ 42.75	£ 39.65	£ 57.70
<p><i>A print MINIMUM charge of £460.00 applies inclusive of online listing and logo* EXCEPT on X-reference advertisements</i></p> <p><i>*online listing and logo £125</i></p> <p>Full colour + 20% on value of ad Spot colour + 10% on value of ad</p>			
Full page - full colour	£5,335.20	£4,948.32	£7,200.96
Full page - spot	£4,890.60	£4,535.96	£6,600.88
Full page - mono	£4,446.00	£4,123.60	£6,000.80
Half page - full colour	£2,667.60	£2,474.16	£3,600.48
Half page - spot	£2,445.30	£2,267.98	£3,300.44
Half page - mono	£2,223.00	£2,061.80	£3,000.40
Quarter page - full colour	£1,333.80	£1,237.08	£1,800.24
Quarter page - spot	£1,222.65	£1,133.99	£1,650.22
Quarter page - mono	£1,111.50	£1,030.90	£1,500.20
Cross reference charge print & web (full text)	£ 130.00 per insertion		

NHS rates 2011

Online

Online job listings	Featured job	£ 250.00 per week
	Prime position	£ 250.00 per week
	Additional grade, work pattern or region	£ 75.00 per week
	Extend closing date	£ 100.00 charge per week
Banner and buttons	Top banner	£ 20.00 cpm
	Leaderboard	£ 25.00 cpm
	Button	£ 15.00 cpm
	Targeted banner	£ 50.00 cpm
	Targeted button	£ 50.00 cpm
	bmj.com button	£ 25.00 cpm
	Central home page MPU slot	£ 35.00 cpm
Bmjmobile	£ 150.00 per week	
Job alert emails	Job alert button	£ 385.00 per week
	Job alert banner	£ 750.00 per week
iPhone app	iPhone app banner	£ 175.00 per week
Employer profile	Profiles pages	£ 500.00 per month
Additional charges	Body graphic	£ 60.00
	Prime position for specialty site	£ 300.00 <i>weekly charge, inclusive of prime position</i>
	Production charge	£ 60.00
	Cancellation/amendment charge	£ 60.00

Non-NHS rates 2011

Print

	Clinical Research	General Practice	Combined
Single column centimetre rates	£ 46.00	£ 44.00	£ 63.50
<p><i>A print MINIMUM charge of £510.00 applies inclusive of online listing and logo* EXCEPT on X-reference advertisements</i></p> <p><i>* online listing and logo £150</i></p>			
<p>Full colour + 20% on value of ad Spot colour + 10% on value of ad</p>			
Full page - full colour	£5,740.80	£5,491.20	£7,924.80
Full page - spot	£5,262.40	£5,033.60	£7,264.40
Full page - mono	£4,784.00	£4,576.00	£6,604.00
Half page - full colour	£2,870.40	£2,745.60	£3,962.40
Half page - spot	£2,631.20	£2,516.80	£3,632.20
Half page - mono	£2,392.00	£2,288.00	£3,302.00
Quarter page - full colour	£ 1,435.20	£1,372.80	£1,981.20
Quarter page - spot	£1,315.60	£1,258.40	£1,816.10
Quarter page - mono	£1,196.00	£1,144.00	£1,651.00
Cross reference charge print and web (full text)	£ 130.00 per insertion		
Service Directory - per scc			£ 32.00

Non-NHS rates 2011

Online

Online job listings	Featured job	£ 385.00 per week
	Prime position	£ 250.00 per week
	Additional grade, work pattern or region	£ 75.00 per week
	Extend closing date	£ 100.00 charge per week
	International clients only : job listing + logo + link	Minimum £420 up to 100 words (£3.70 per word thereafter)
Banner and buttons	Top banner	£ 20.00 cpm
	Leaderboard	£ 25.00 cpm
	Button	£ 15.00 cpm
	Targeted banner	£ 50.00 cpm
	Targeted button	£ 50.00 cpm
	bmj.com button	£ 25.00 cpm
	Central home page MPU slot	£ 35.00 cpm
Bmjmobile	£ 150.00 per week	
Job alert emails	Job alert button	£ 385.00 per week
	Job alert banner	£ 750.00 per week
iPhone app	iPhone app banner	£ 175.00 per week discounts for series
Employer profile	Profiles pages	£ 500.00 per month
Additional charges	Body graphic	£ 60.00
	Prime position for specialty site	£ 300.00 <i>weekly charge, inclusive of prime position</i>
	Production charge	£ 60.00
	Cancellation/amendment charge	£ 60.00

Members rates 2011

Print

	Clinical Research	*General Practice	Combined
Single column centimetre rates	£ 32.00	£ 30.90	£ 43.75
<p><i>A print MINIMUM charge of £460.00 applies inclusive of online listing and logo* EXCEPT on X-reference advertisements</i></p> <p><i>* online listing and logo £125</i></p> <p>Full colour + 20% on value of ad Spot colour + 10% on value of ad</p>			
Full page - full colour	£3,993.60	£3,856.32	£5,460.00
Full page - spot	£3,660.80	£3,534.96	£5,005.00
Full page - mono	£3,328.00	£3,213.60	£4,550.00
Half page - full colour	£1,996.80	£1,928.16	£2,730.00
Half page - spot	£1,830.40	£1,767.48	£2,502.50
Half page - mono	£1,664.00	£1,606.80	£2,275.00
Quarter page - full colour	£ 998.40	£ 964.08	£1,365.00
Quarter page - spot	£ 915.20	£ 883.74	£1,251.25
Quarter page - mono	£ 832.00	£ 803.40	£1,137.50
Cross reference charge print and web (full text)	£ 130.00 per insertion		

* 3 adverts for the price of 2 on all GP display ads for surgeries with BMA members

Members rates 2011

Online

Online job listings	Featured job	£ 250.00 per week
	Prime position	£ 250.00 per week
	Additional grade, work pattern or region	£ 75.00 per week
	Extend closing date	£ 100.00 charge per week
Banner and buttons	Top banner	£ 20.00 cpm
	Leaderboard	£ 25.00 cpm
	Button	£ 15.00 cpm
	Targeted banner	£ 50.00 cpm
	Targeted button	£ 50.00 cpm
	bmj.com button	£ 25.00 cpm
	Central home page MPU slot	£ 35.00 cpm
Bmjmobile	£ 150.00 per week	
Job alert emails	Job alert button	£ 385.00 per week
	Job alert banner	£ 750.00 per week
iPhone app	iPhone app banner	£ 175.00 per week
Employer profile	Profiles pages	£ 500.00 per month
Additional charges	Body graphic	£ 60.00
	Prime position for specialty site	£ 300.00 <i>weekly charge inclusive of prime position</i>
	Production charge	£ 60.00
	Cancellation/amendment charge	£ 60.00

Insert and band wrappers 2011

	BMJBMJ Clinical Research	General Practice	Both editions
Cost per thousand up to 10g			
Loose inserts	£ 118.00	£ 118.00	£ 97.00
Bound inserts	£ 236.00	£ 236.00	£ 174.00
Band wrappers	£ 287.00	£ 287.00	£ 220.00
Circulation			
Loose inserts	72,130	28,075	100,205
Bound inserts	72,130	28,075	100,205
Band wrappers	72,130	28,075	100,205
Total cost			
Loose inserts	£8,496.00	£3,422.00	£9,797.00
Bound inserts	£16,982.00	£7,627.00	£17,574.00
Band wrappers	£20,664.00	£8,323.00	£22,220.00
Surcharge for inserts over 10g			
Loose inserts	£ 128.00	£ 72.00	£ 128.00
Bound inserts	£ 128.00	£ 72.00	
Band wrappers	£ 185.00		
Selective targeting by region			
Loose inserts	£ 128.00	£ 128.00	
Bound inserts	£ 251.00	£ 251.00	
Band wrappers	£ 185.00		
Selective targeting by medical specialty			
Loose inserts	£ 128.00		
Bound inserts	£ 251.00	£ 251.00	
Band wrappers	£ 185.00		
Single specialty supplement			
Loose inserts	£ 128.00		
Bound inserts	£ 128.00		
Band wrappers	£ 128.00		
Supplement for each additional specialty			
Loose inserts	£ 36.00		
Bound inserts	£ 36.00		
Band wrappers	£ 36.00		

Technical specifications

Print

Copy and deadlines

Monday 10am (5 days prior to publication)
Deadlines change when the issue is affected by a Bank Holiday
Call **+44 (0)20 7383 6266/6731** for more information.

Supply of digital material

- We require the advertisement to be saved as a high resolution, CMYK PDF and accompanied by a colour laser proof. All fonts must be embedded.
- Ensure all pictures/logos are high resolution and CMYK format.
- The PDF can be supplied on a CD or sent via email to production@bmjcareers.com

Dimensions

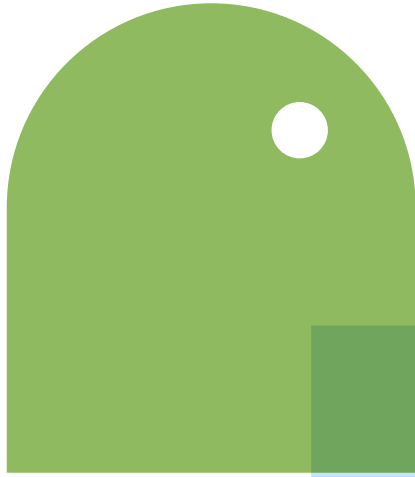
1 column width	45mm
2 column width	95mm
4 column width	194mm
Page depth	260mm
Full page	260mm x 194mm
½ page vertical	260mm x 95mm
½ page horizontal	130mm x 194mm
Quarter page	130mm x 95mm

Online

Advertisement	Size (width x height pixels)	Format
MPU	250 x 160	Static jpeg or gif
Button	162 x 100	gif or flash format
Banner	468 x 60	gif or flash format
Leader board	728 x 90	gif or flash format
Job alert button	160 x 135	jpeg or gif
Job alert banner	468 x 60	jpeg or gif
Logo on listing	150 wide	jpeg
Mobile banner	310 x 40	jpeg or gif
App banner	640 x 82	jpeg or gif

Terms and conditions for advertising

Standard terms and conditions for advertising can be found online at careers.bmj.com



BMJ Careers

BMA House
Tavistock Square
London WC1H 9JR

Tel: +44 (0) 20 7387 4499
careers.bmj.com

BMJ Careers
Natural Selection