

BMJ Careers Media Pack 2009

Effective Medical Recruitment



careers.bmj.com

BMJ Careers

BMJ Careers

Highly Effective Medical Recruitment

BMJ Careers offers a range of highly targeted and cost effective advertising options. No matter what kind of doctor you are aiming to recruit, we have an advertising solution to suit your needs. We offer a range of print and online options, and can tailor a campaign to ensure you recruit the best candidate as quickly as possible.

Targeted

BMJ Careers publishes two editions every Saturday, helping you to target your advertisement effectively. The *Clinical Research* edition is sent mainly to hospital doctors and academics; the *General Practice* edition mainly to GPs, Primary Care Trusts and large practices.

Circulation

.....
Clinical Research edition: 71,707¹
.....

General Practice edition: 28,475¹
.....

Cost Effective

We offer a range of options to help you get best value for money when recruiting. We quote one rate giving you print and online exposure to 144,000 doctors. You can use AdPlus to post extra information online, including job profile, personal specification, background information, local information and online application packs. This means you'll simplify the application process and reduce your recruitment overheads.

Fast Results

We post adverts from the print edition online within one business day of receipt, ensuring you reach your target audience as quickly as possible. You could receive applications within one working day of sending us your advertisement. With over 144,000 unique users online every month*, careers.bmj.com can help you fill your vacancy in the fastest possible time.

Source: ¹ABC audit 2008
Source: *ABCe audit April 2008



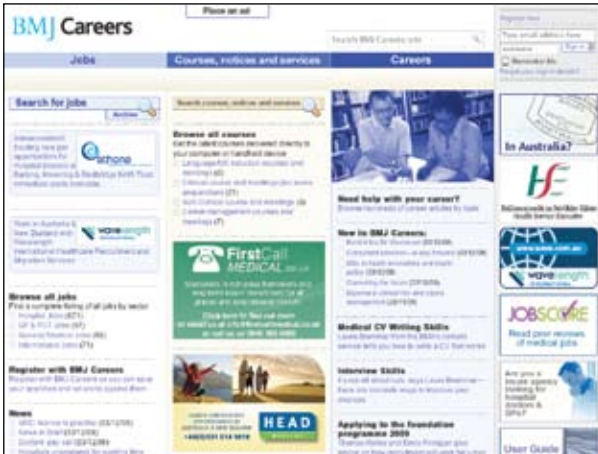
Visit the *BMJ Careers* website to find out about the various opportunities available to you.

careers.bmj.com

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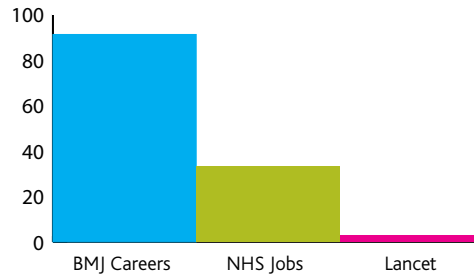
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Recruiting hospital doctors



BMJ Careers and careers.bmj.com are used by 91% of hospital doctors¹, making them the most effective medical recruitment media available. We offer you the unique strengths of print and web combined, ensuring that you reach the best applicants and helping you fill your vacancy with the highest calibre of candidate.

The *Clinical Research* edition has a circulation of 71,707 meaning more hospital doctors will see your ad than any other hospital publication, and giving you the best chance of filling your vacancy. The majority of NHS hospital posts are advertised in *BMJ Careers*, ten times as many as the closest competitor. No wonder *BMJ Careers* is the first and only choice for many doctors.



X axis – Percentage of hospital doctors using *BMJ Careers* to find a job¹

Y axis – Source

- BMJ Careers – 91%
- NHS Jobs – 33%
- Lancet – 3%

BMJ Careers Clinical Research print circulation: 71,707²

Unique online users careers.bmj.com: 144,323³

Contact:

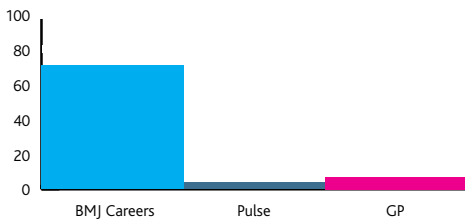
Barry Smith
 T: +44 (0)20 7383 6536
 E: sales@bmjcareers.com

Nabeela Visram
 T: +44 (0)20 7383 6179
 E: sales@bmjcareers.com

Source: ¹Omnimed January 2008 ²ABC audit 2008 ³ABCe April audit 2008

Recruiting GPs

BMJ Careers and careers.bmj.com are the first choice for 71% of job seeking GPs¹, making them the most effective way to recruit doctors.



X axis – Percentage of GPs using *BMJ Careers* as their first choice to find a job¹

Y axis – Source

- BMJ Careers – 71%
- Pulse – 4%
- GP Magazine – 7%

Special GP recruitment package

Take advantage of our 3 for 2 offers. Advertise your vacancy in three issues for the price of two. If your vacancy remains unfilled after advertising in *BMJ Careers*, we will give you a 50% discount on your re-advertisement, and *BMJ Careers* will advertise any unfilled post online for free until the post is filled. Reduce your recruitment overheads by using our AdPlus service. You can post extra information online, including job profile, personal specification, background information, local information and online information packs.

"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 General Practice print circulation: 28,475²

Unique online users careers.bmj.com: 144,323³

Contact:

Jacky Knowles
 T: +44 (0)20 7383 6782
 E: sales@bmjcareers.com

Source: ¹Omnimed January 2008 ²ABC audit 2008 ³ABCe audit April 2008

Recruiting outside the NHS

BMJ Careers and careers.bmj.com are used by more job seeking doctors than any other publication or website¹, making them the most effective way to recruit doctors. If advertising in both the *General Practice* and *Clinical Research* editions you will reach over 100,000 doctors.

AXESS has been using *BMJ Careers* for several years:

"We are specialist recruitment consultancy focused on the pharmaceutical industry. We find it a very good and targeted medium for reaching medical doctors seeking their first role in the industry or those looking to make the next step in their industry career. The weekly publication means that we can react quickly to new client assignments – shortening the recruitment process."

Discounts are available to recruiters wishing to advertise in both *Clinical Research* and *General Practice* editions of *BMJ Careers*.

Example advertisement

AXESS

To view all of our current opportunities visit our website www.axess.co.uk

For a confidential discussion please telephone Beth Thomas-Stonier or Ian Thomas at AXESS Limited on **020 8560 2300** or send your CV and a covering note to jobs@axess.co.uk

PROVIDING PHARMACEUTICAL PHYSICIANS

Combined *BMJ Clinical Research* and *General Practice* print circulation: 100,182²

Unique online users careers.bmj.com: 144,323³

Contact:

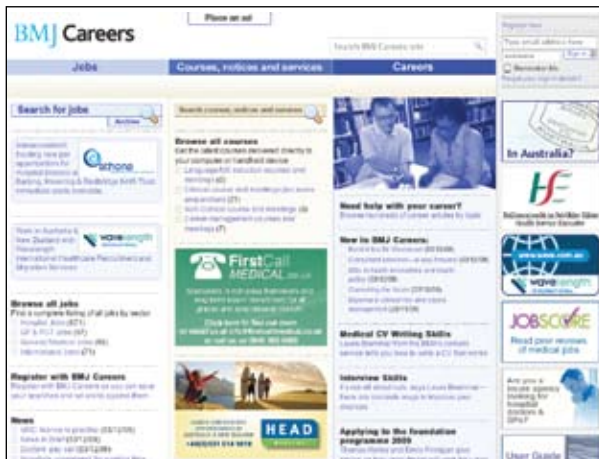
Recharad Kodabuckus	Terence Dawson
T: +44 (0)20 7383 6534	T: +44 (0)20 7383 6068
E: sales@bmjcareers.com	E: sales@bmjcareers.com

Source: ¹Omnimed January 2008 ²ABC audit 2008 ³ABCe audit April 2008

Advertising Online

Online advertising is a great way to promote a specific vacancy, increase awareness of your company or promote the products and services you offer. You can drive traffic to your site and increase the number of applications you receive.

Online recruitment advertising is especially effective when it supplements traditional print advertising. careers.bmj.com has approximately 1,000 vacancies each week, so online advertising will dramatically increase your visibility and help ensure that the right applicant finds you.



Web usage (per month)¹

Unique users: 144,323

Visits: 268,051

Referrals in: 210,521

Contact:

BMJ Careers Sales Team
 T: +44 (0) 20 7383 6068
 E: sales@bmjcareers.com

Source: ¹ABCe audit April 2008

Job listings

- advert appears in job listings with headline and other vital information such as classification and closing date
- stand out from the crowd by adding a logo
- adverts with logos appear before ads without logos in the listings

Buttons

- appears in the right hand column on each page. The same buttons appear on each page and are subject to availability
- target by grade, specialty, country, region, specific days of the week or times of the day

Large button ad on homepage

- two prime positions in the centre column of the homepage
- can be targeted by country and specific days of the week or times of the day

Banners

- appear at the top of each page
- all banner adverts appear in rotation
- target by grade, specialty, country, region, specific days of the week or times of the day

Search results banners

- available at the top of each search results page
- a targeted method of reaching your intended audience

Job alerts

- job alerts are emailed to around 5,000 registered users each week
- one banner ad position and three buttons available
- adverts should be supplied in .gif or .jpg format

Featured jobs

- appear on the homepage, the courses page, and within four individual job sections – Hospital, GP, International and General
- logo displayed with advert linking directly to your homepage

All rates and website packages are available on request from sales@bmjcareers.com

BMJ Careers Fair

BMJ Careers organises the UK's largest medical recruitment fair, attracting around 1,200 delegates each year. We can offer you a unique opportunity to meet potential applicants in person, saving you time and money on recruitment costs.

86% of exhibitors said they would recommend the BMJ Careers Fair to colleagues. What better recommendation than exhibitors who have attended in the past.

We offer a range of sponsorship and exhibition opportunities to suit your budget and objectives, and are happy to discuss your requirements, or tailor a package to your needs.

Why exhibit at the BMJ Careers Fair?

- meet potential applicants in person
- raise your organisation's profile through direct association with BMJ Careers
- network with other recruiters and service providers
- receive valuable feedback from your intended market

For more information please visit careersfair.bmj.com or contact the BMJ Careers Fair sales team.

"An invaluable recruitment exercise!" Liz Clarke, Hertfordshire Partnership NHS Foundation Trust (exhibitor)

"It was an excellent Fair: great seminars, excellent exhibitors, lovely colleagues. I am delighted I came." Dr Silke Collins-Tracey (delegate)



Contact:

Andy Josephides

T: +44 (0) 20 7383 6540

E: sales@bmjcareers.com

2009 NHS Rates

	Clinical Research [#]	General Practice [#]	Combined
Double column centimetre semi display	£55.50*	£53.00*	£73.00*
S.C.C. full display	£40.00*	£37.00*	£54.00*
Full page			
Full colour	£4,992.20	£4,617.60	£6,739.20
Spot colour	£4,576.00	£4,232.80	£6,177.60
Mono	£4,160.00	£3,848.00	£5,616.00
Half page			
Full colour	£2,496.00	£2,308.80	£3,369.60
Spot colour	£2,288.00	£2,116.40	£3,088.80
Mono	£2,080.00	£1,924.00	£2,808.00
Quarter page			
Full colour	£1,248.00	£1,154.40	£1,684.80
Spot colour	£1,144.00	£1,058.20	£1,544.40
Mono	£1,040.00	£962.00	£1,404.00
Cross reference print and web (full text) If text is over 2 x 2 an extra centimetre charge will apply	£120.00*	per insertion*	
Email alerts (Job alert sponsorship) per week	£500.00		
Banner advertisements per 1,000 page impressions Minimum charge £500.00	POA		
Online logo	£50.00		

* A minimum charge of £300.00 applies **except** on x-reference advertisements

[#] Web insertion included. Text only web ad irrespective of print format booked

Full colour + 20% on value of ad

Spot colour + 10% on value of ad

3 adverts for the price of 2 on all display ads

This offer applies only to an identical ad being booked for 3 consecutive weeks for NHS/PCTs

2009 Non-NHS Rates

	Clinical Research [#]	General Practice [#]	Combined
S.C.C. full display	£43.00*	£41.00*	£59.00*
Full page			
Full colour	£5,366.40	£5,116.80	£7,363.20
Spot colour	£4,919.20	£4,690.40	£6,749.60
Mono	£4,472.00	£4,264.00	£6,136.00
Half page			
Full colour	£2,683.20	£2,558.40	£3,681.60
Spot colour	£2,459.60	£2,245.20	£3,374.80
Mono	£2,236.00	£2,132.00	£3,068.00
Quarter page			
Full colour	£1,341.60	£1,279.20	£1,840.80
Spot colour	£1,229.80	£1,172.60	£1,687.40
Mono	£1,118.00	£1,066.00	£1,534.00
Cross reference print and web (full text)	£120.00*	per insertion*	
Service directory per scc			£30.00*
Email alerts (Job alert sponsorship) per week	£500.00		
Banner advertisements per 1,000 page impressions Minimum charge £1,000.00	POA		
Adplus	£50.00		
Extended web advertisement	£100.00		
Online logo	£50.00		

* A minimum charge of £350.00 applies **except** on x-reference advertisements

[#] Web insertion included. Text only web ad irrespective of print format booked

Full colour + 20% on value of ad

Spot colour +10% on value of ad

Web only - per word (international advertisements only)

(minimum charge of £320.00 up to 80 words. Thereafter £3.50 per word)

2009 BMA Members Rates

	Clinical Research [#]	General Practice ^{**#}	Combined
S.C.C. full display	£30.00*	£29.00*	£41.00*
Full page			
Full colour	£3,744.00	£3,619.20	£5116.80
Spot colour	£3,432.00	£3,317.60	£4,690.40
Mono	£3,120.00	£3,016.00	£4,264.00
Half page			
Full colour	£1,872.00	£1,809.60	£2,558.40
Spot colour	£1,716.00	£1,658.80	£2,345.20
Mono	£1,560.00	£1,508.00	£2,132.00
Quarter page			
Full colour	£936.00	£904.80	£1,279.20
Spot colour	£858.00	£829.40	£1,172.60
Mono	£780.00	£754.00	£1,066.00
Cross reference print and web (full text) (please note: If text is over 2 x 2 an extra centimetre charge will apply)	£120.00*	per insertion*	
Email alerts (Job alert sponsorship) per week	£500.00		
Banner advertisements per 1,000 page impressions Minimum charge £1,000.00	POA		
Online logo	£50.00		

* A minimum charge of £350.00 applies **except** on x-reference advertisements

Full colour + 20% on value of ad

Spot colour +10% on value of ad

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

[#] Web insertion included. Text only web ad irrespective of print format booked

2009 Loose Inserts: Rates and Technical Specifications

DESCRIPTION	LOOSE INSERTS			BOUND INSERTS			BAND WRAPPERS		
	BMJ Clinical Research	BMJ General Practice	Both Editions	BMJ Clinical Research	BMJ General Practice	Both Editions	BMJ Clinical Research	BMJ General Practice	Both Editions
Cost per thousand up to 10 grams	£110	£110	£90	£220	£220	£165	£270	£270	£205
Circulation	71,707	28,475	100,182	71,707	28,475	100,182	71,707	28,475	100,182
Total cost	£7,885	£3,124	£9,000	£15,775	£6,245	£16,500	£19,360	£7,665	£20,500
Surcharge for inserts over 10 grams	£120	£68	£120	£120	£68		£175		
Selective targeting by region	£120	£120		£235	£235		£175		
Selective targeting by medical specialty	£120			£235	£235		£175		
Single specialty supplement	£120			£120			£120		
Supplement for each additional specialty	£34			£34			£34		
Minimum charge	£1,260			£1,785			£2,100		

Copy and Deadlines

Deadlines

Monday 10.00am (5 days prior to publication)
 Deadlines change when the issue is affected by a Bank Holiday
 Call +44 (0)20 7383 6386/6782 for more information

Supply of Digital Material

- we require the advert 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
 1/2 page vertical – 260mm x 95mm
 1/2 page horizontal – 130mm x 194mm
 Quarter page – 130mm x 95mm

Terms and Conditions for Advertising

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

BMJ Careers

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London WC1H 9JR, UK
careers.bmj.com

