



THE CLINICAL TEACHER



**Blackwell
Publishing**

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AIM & SCOPE

The Clinical Teacher has been designed with the active, practising clinician in mind. It aims to provide a digest of current research, practice and thinking in medical education presented in a readable, stimulating and practical style. The journal includes sections on specific teaching approaches, a digest of the latest research published in Medical Education and other teaching journals, reports of initiatives and advances in thinking and practical teaching from around the world, and expert commentary and discussion on challenging and controversial issues in today's clinical education.

All papers are edited to high standards by a strong technical and clinically orientated international editorial board to ensure that clinical teachers are provided with easily assimilated and up-to-date information.

FREQUENCY

Quarterly: Mar, Jun, Sep, Dec

READERSHIP

The readership comprises teachers of medicine, medical educators, administrators of faculties and medicine workers and researchers involved in the development of medical education as a whole.

CIRCULATION

Number of print subscriptions:

	Total	1,890		
UK	1,159			61.3%
Rest of Europe	161			8.5%
Canada	56			3.0%
USA	236			12.5%
Australia & NZ	70			3.7%
Japan	33			1.7%
Rest of World	175			9.3%

ONLINE ADVERTISING

Online advertising is one of the most cost effective and immediate ways to build a brand message. All of our medical journals are published electronically via our Synergy online journals platform. In addition we publish two specialist resource websites: GastroHep.com and BloodMed.com. All of these sites attract large, highly targeted audiences in many medical disciplines.

We offer the opportunity to prominently display your banner on the relevant journal pages visited by your target audience. This is both targeted and interactive marketing with unrivalled lead retrieval opportunities. Our proprietary ad serving technology allows us to provide reports on the number of banners served as well as the number of click-throughs a banner achieves.

Online advertising is excellent value for money. Campaigns are either costed by the number of banners displayed or by a flat placement rate depending on the requirements of the customer. Online advertising works effectively when tied into a strong print campaign, and discounts are available on integrated bookings.

Average Monthly Impressions 1,580

Monthly Rates

	GBP	USD	EUR
Banner	£400	\$720	€600

Campaigns can be started at any time. Banners will be live on the site within 5 days from artwork submission.

PRINT ADVERTISING

Our journals take full colour and mono display advertising in a variety of sizes. Special positions can be booked in advance, so that the journal reaches your market to your best advantage.

Alternative advertising opportunities include bound inserts, bellyband wrappers, bookmarks, tip-on cards and loose inserts. The inclusion or exclusion of major geographical regions is possible.

We aim to be flexible and strive to meet your requirements, so new ideas are always welcomed. We are happy to offer discounted rates based on the volume of business booked.

Rates

	GBP	USD	EUR
Double Page Spread Colour	£2,460	\$4,428	€3,690
Full Page Colour	£1,341	\$2,414	€2,012
Half Page Colour	£1,219	\$2,194	€1,829
Full Page Mono	£582	\$1,048	€873
Half Page Mono	£389	\$700	€584
Quarter Page Mono	£255	\$459	€383
Spot Colour*	£278	\$500	€417

An additional 10% charge applies on premium positions, please call for availability.

Agency commission: 10%.

*Spot colour rate is charged per spot colour and in addition to the relevant mono rate.

SCHEDULE

This schedule is a guideline only, please call at the time of booking for confirmation of dates.

Issue	Artwork deadline	Publication date
March 07	12/01/2007	28/02/2007
June 07	19/04/2007	31/05/2007
September 07	26/07/2007	31/08/2007
December 07	23/10/2007	30/11/2007

CANCELLATIONS

Any cancellations or changes to the original order must be notified to the PUBLISHER by the artwork deadline, otherwise withdrawal of the advert cannot be guaranteed and the full invoice amount will be charged at the discretion of the PUBLISHER.

ARTWORK GUIDELINES

Print Advertisements

Files must be supplied as press optimised PDF files.

For our print PDF specifications, please visit:
http://www.blackwellpublishing.com/authors/web_printspec.pdf

Trim size of journals: 276mm x 210mm.

Advert sizes:

- full page, bleed (including 3mm bleed allowance)	282mm x 216mm
- full page, non-bleed	245mm x 180mm
- half page vertical, non-bleed	245mm x 90mm
- half page horizontal, non-bleed	120mm x 180mm
- quarter page, non-bleed	120mm x 90mm.

In the rare event of artwork being accepted after the deadline, the PUBLISHER reserves the right to amend the files if they do not conform to our specifications, and cannot be held responsible for the quality of advertisements.

Online advertisements

We accommodate both gif and jpeg banners, including animated gifs. Animation must be a maximum 3 screens and a minimum of 5 seconds between each screen change. For interactive banners please supply a link to further information. This link must be in the form of a URL of another webpage.

Banner sizes:

- 468 x 60 pixel main banner (GastroHep.com, BloodMed.com)
- 400 x 72 pixel main banner (Blackwell Synergy)
- 185 x 85 pixel mini banners (Blackwell Synergy).

Maximum file size 20kB.