



THE bulletin

of The Royal College of Surgeons of England

Media Pack

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About the Bulletin

The Bulletin publishes professional news, political updates, peer-reviewed research, comment, opinion pieces and feature articles that will be of interest to all surgeons.

BACKGROUND

First published in 1983 as a membership newsletter for the Royal College of Surgeons of England, the Bulletin re-launched in 2015 as a fully fledged professional magazine for all surgeons.

It is still supplied as a member benefit to all active and retired fellows and members of the Royal College of Surgeons of England (more than 20,000 people), and is also available as a subscription product.

The Bulletin is published 10 times a year – monthly with the exception of August and December.

We welcome advertising for products and services that will be of interest to surgeons, including relevant lifestyle advertising, notices for events and conferences, legal and financial services, instrument manufacturers, jobs, and surgical services.

REGULAR FEATURES

In addition to a selection of peer-reviewed research, editorials, articles from the RCS President and correspondence, every issue of the Bulletin will contain these features:

The tech section: in each issue we will review a selection of different tech products – apps, gadgets, surgical instruments, etc. We will also publish occasional feature articles on trends in technology.

Mr Slop: our resident humourist writes a column discussing the triumphs, failures, joys and gripes of the surgeon's life.

Interview features: with big names such as Henry Marsh, Dame Sally Davies, Sir Murray Brennan, and more to come.

2016 EDITORIAL SCHEDULE

Contact sales for an up to date schedule
sales@ob-mc.co.uk

Key stats

» Print distribution of more than **20,000** RCS members

» **87%** of RCS members read some or all of the Bulletin every month

» RCS journals average 50,000 page impressions per month in 2015

» Print readership is **85%** UK-based and mostly A/B – highly affluent, senior-management level professionals



Rates

	1 issue
Solus positions	
Inside Front Cover	£1,500
Inside Back Cover	£1,450
Outside Back Cover	£1,500
Full Page	£1,320
Half Page	£790
Quarter Page	£475

» **SERIES BOOKINGS: 10% FOR 2-5 ISSUES, 20% FOR 5 ISSUES AND ABOVE.**

» Design services are available on request.

» You can also place banner advertising on our journal hosting platform to reach all the users of our digital content. Prices start at £250/month for a web advert.

» Customers placing 5-month series of adverts will be given free banner advertising for the duration of their print advertising series.

Mechanical data

	Width	Height
Print display		
Full page	210mm	265mm
Half page - horizontal	210mm	133mm
Half page - vertical	105mm	265mm
Quarter page	105mm	133mm
Online display		
Leaderboard	468px	60px
Skyscraper	120px	600px

Artwork requirements

Print display	File types: PDF, EPS, TIF or JPG Colour space: CMYK (spot colours available, POA) Resolution: Minimum of 300dpi at finished size Fonts: All fonts should be embedded (or converted to shape) in PDF and EPS files
Online display	File types: Interlaced, non-transparent GIF or JPG Colour space: RGB Resolution: Minimum of 72dpi at finished size File size: Maximum of 100kb



Contacts

To discuss advertising in the Bulletin, including bulk discounts and cross-platform advertising packages, please contact:

ADVERTISING SALES

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