



# THE bulletin

of The Royal College of Surgeons of England

## Media Pack

About the journal  
Mechanical data  
Rates

# 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
<b>Solus positions</b>	
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
<b>Print display</b>		
Full page	210mm	265mm
Half page - horizontal	210mm	133mm
Half page - vertical	105mm	265mm
Quarter page	105mm	133mm
<b>Online display</b>		
Leaderboard	468px	60px
Skyscraper	120px	600px

# Artwork requirements

<b>Print display</b>	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
<b>Online display</b>	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**

Open Box Publishing Ltd  
Tel: 0121 200 7820  
Email: [sales@ob-mc.co.uk](mailto:sales@ob-mc.co.uk)

**PRODUCTION MANAGER:**

Matthew Whitaker  
Tel: 0207 869 6167  
Email: [mwhitaker@rcseng.ac.uk](mailto:mwhitaker@rcseng.ac.uk)

The Bulletin is published by  
The Royal College of Surgeons of England  
35–43 Lincoln's Inn Fields  
London WC2A 3PE  
Registered charity no. 212808