

IMPACT EUROPEAN RESPIRATORY JOURNAL



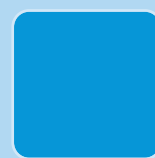
DISPLAY
ADVERTISING



ONLINE
ADVERTISING



MARKETING
SERVICES



MULTI-SITE
ACCESS

ERJ ■

35,000 readers every month

ERJ Online ■

140,000 unique users every month
300,000 articles downloaded every month
600,000 page impressions every month

Impact factor 5.545 ■

THE EUROPEAN RESPIRATORY SOCIETY is a publisher of high-quality scientific and clinical journals in the field of respiratory science and medicine. Through a portfolio of titles and continuously evolving electronic platforms our aim is to promote research, stimulate knowledge exchange and improve patient care.

DISPLAY ADVERTISING



- Advertise in the European Respiratory Journal (ERJ), the first choice for advertisers with a Europe-wide target audience

- Cutting-edge scientific and clinical articles for a European audience
- Read by over 35,000 key decision makers every month
- More articles across a wider range of respiratory science and medicine than any other European journal
- Impact factor of 5.545
- Peer reviewed

		Double Page	Full page	Half Page	Quarter Page
Colour	€	4,445	2,670	1,335	890
Mono	€	2,520	1,780	890	590
Size in mm		TRIM 280x420	TRIM 280x210	Landscape 135x170	135x90
		BLEED 290x430	BLEED 290x215	Portrait 250x81	

For guaranteed special positions and multiple booking discount: Details on application

Copy requirements: 300 dpi, CMYK, high-definition pdf

Published: Monthly

Copy deadline: 5 weeks preceding cover date

ONLINE ADVERTISING



- Extend your message to a minimum of 100,000 individual visitors accessing scientific, clinical and educational material from the ERJ website

- 140,000 unique users per month
- 300,000 article downloads per month
- 600,000 page impressions per month
- Geo-targeting options and tailored packages available

Package	Page impressions per month	Per thousand page impressions
Sky Scraper	120x600 pixels	€ 50
Super Skyscraper	160x600 pixels	€ 65
Box panel	120x120 pixels	€ 35
Box panel	160x120 pixels	€ 40

Minimum charge is EUR 1,500

All advertising is subject to ERJ advertising guidelines



European Respiratory
Society

- Incorporate ERJ peer-reviewed original articles, editorials and topical reviews in your marketing strategy

A cost-effective way to achieve your marketing objectives, support product launches, disseminate scientific updates and advances, inform Congress delegates and endorse your products

REPRINTS OR DIGITAL REPRINTS

- Reprints provided in any print format with covers including optional use of logos and advertising
- Limited rights to distribute articles to your customers on CD-ROM or USB key
- E-articles accessible to your customers via the web

TRANSLATIONS

- Reprints translated into any language

Detailed proposals available on request

MARKETING SERVICES



- Ensure your key people are the best informed by providing continuous access to the latest cutting-edge scientific and clinical papers

- Licences to access the ERJ online to cover all your company locations
- Customised packages available to include print copies to specified locations
- Substantial savings by eliminating multiple subscriptions

Detailed proposals available on request

MULTI-SITE ACCESS



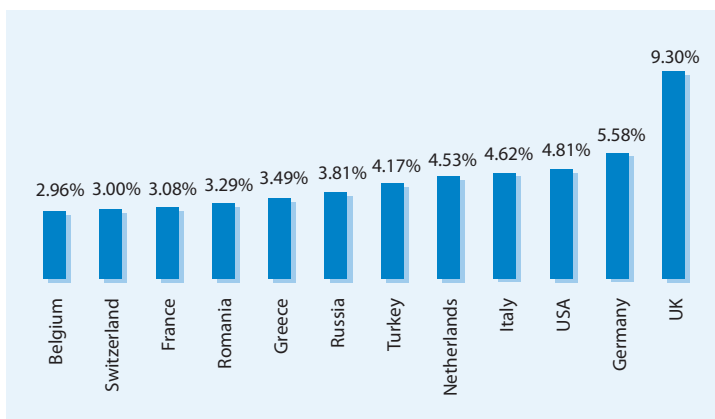
In addition to its worldwide online visibility and print circulation for members and libraries, the ERJ is distributed at the ERS Congress, which is the world's largest congress on respiratory science and medicine.

For more detailed information and helpful advice on how to make the best use of our marketing and advertising services please contact the **ERS Marketing Department** on +41 21 213 0161 or email us at marketing@ersnet.org

CIRCULATION: OVER 7,500 MEMBERS OF ERS
Readership by country

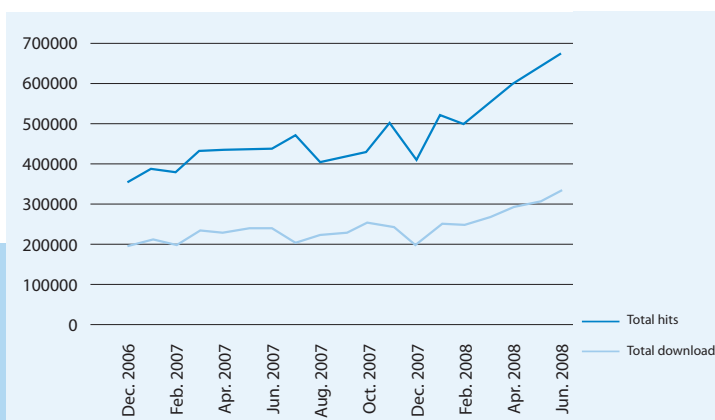


European Respiratory Society

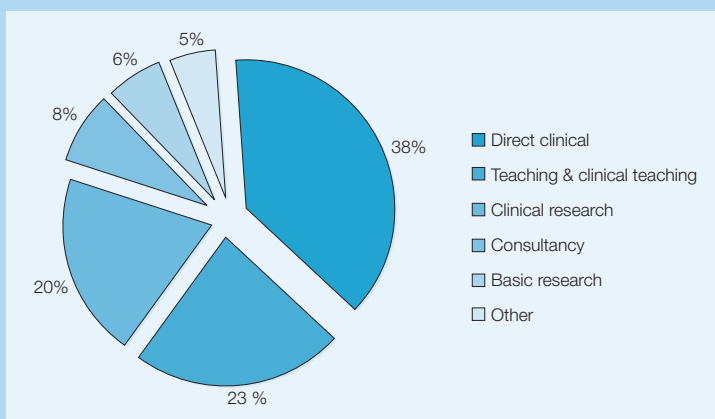


ONLINE STATISTICS

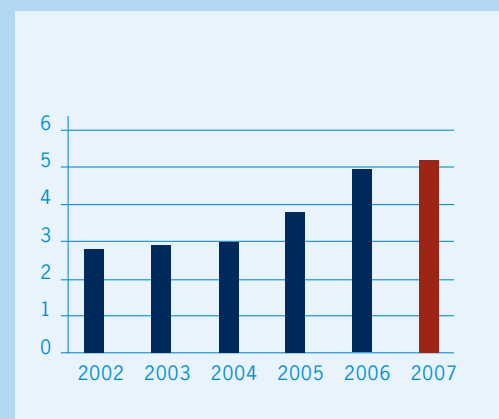
Over 600,000 page impressions per month and growing



MEMBERSHIP



IMPACT FACTOR 5.545



SURVEY

Survey of 3300 delegates of the ERS 2007 annual Congress claiming CME credits

Which journals do you read regularly?

Once a month or more often.

AJRCCM	33.11%
Chest	52.92%
European Respiratory Journal (ERJ)	62.56%
Journal of Allergy and Clinical Immunology	14.04%
Lancet	24.21%
New England Journal of Medicine	42.51%
Respiratory Medicine	15.82%
Respiratory Research - online journal	5.62%
Thorax	37.30%