



Royal College  
of Physicians

Setting higher standards

# Advertising opportunities with RCP publications 2021



38,000+ members  
at all career stages  
in 30 specialties



Mailings  
available six  
times per year



Flexible digital  
advertising at a  
competitive price

The Royal College of Physicians (RCP) offers both print and digital advertising for its two medical journals *Clinical Medicine* and *Future Healthcare Journal*, and its membership magazine *Commentary*.

**Clinical Medicine**  
6 editions per year



A peer-reviewed journal of the RCP, *Clinical Medicine* publishes advances in general and specialist medicine and authoritative reviews

on thoughtprovoking topics. It aims to directly improve readers' clinical practice by providing evidence-supported and relevant learning; this will be achieved by publishing original research, guideline summaries and clinically focused reviews. The dedicated CME section focuses on the latest developments in a specialty, with selfassessment questions for readers to attain CPD accreditation.

*Clinical Medicine* is an invaluable and comprehensive resource for physicians seeking high-quality, topical updates in general medicine and across the specialties.

**Future Healthcare Journal**  
3 editions per year



A peer-reviewed journal of the RCP, *Future Healthcare Journal* is the forum for authoritative, peer-reviewed, multidisciplinary debate

regarding the future delivery of healthcare. This unique, influential and challenging journal publishes evidence-based papers on a broad range of themes, from workforce planning and healthcare leadership to systems engineering and digital health.

*Future Healthcare Journal* brings together international healthcare commentators from a variety of disciplines to provide readers with the information and knowledge to deliver transformational, sustainable system change.

**Commentary**  
6 editions per year



*Commentary* is the membership magazine of the RCP, delivering topical insight and opinion across a diverse range of subjects.

Readable and entertaining, *Commentary* carries RCP news, thought-provoking features of interest to clinicians and updates on the engagement of the RCP with the wider community.

*Commentary* is an important channel for the RCP to inform, inspire and entertain its members and fellows.

RCP publications

## Production schedule

Date	Jan '21	March '21	May '21	July '21	Sep '21	Nov '21
<b>Publication</b>	<i>Clin Med Commentary</i>	<i>Commentary (online only) Clin Med FHJ</i>	<i>Clin Med Commentary</i>	<i>Commentary (online only) Clin Med FHJ</i>	<i>Clin Med Commentary</i>	<i>Commentary (online only) Clin Med FHJ</i>
Booking deadline	5/1/21	26/2/21	27/4/21	25/6/21	27/8/21	28/10/21
Artwork deadline	8/1/21	2/3/21	30/4/21	30/6/21	1/9/21	1/11/21
Issue date	22/1/21	16/3/21	14/5/21	15/7/21	15/9/21	15/11/21

## Print advertising costs

<i>Clinical Medicine and Commentary</i>			
Ad size	Standard price	Partners' price* (50%)	
Outside back cover		£3,000	£1,500
Inside front or back cover		£2,700	£1,350
Full page (internal)		£2,500	£1,250
Half page (internal)		£1,200	£600
1/3 page (Commentary only)		£800	£400

  

<i>Future Healthcare Journal</i>			
Ad size	Standard price	Partners' price* (50%)	
Outside back cover		£2,400	£1,200
Inside front or back cover		£2,200	£1,100
Full page (internal)		£2,000	£1,000
Half page (internal)		£950	£500

\*A preferential rate offered to RCP Principal Partners and Corporate Partners. For more information on corporate partnership, contact: [Development@rcplondon.ac.uk](mailto:Development@rcplondon.ac.uk) | +44 (0) 20 3075 1797.

### Inserts

We can offer a targeted mailing for inserts. A breakdown of mailing groups and rates are available on application, subject to weight and format. Specimen inserts are required for editorial approval at the time of confirmation of booking. Please contact [publications@rcplondon.ac.uk](mailto:publications@rcplondon.ac.uk) for further information.

### Advertising bundles

Discounts are available when purchasing multiple ads. We can create bespoke packages based on your needs, including print and online advertising across all of our channels. Please contact [publications@rcplondon.ac.uk](mailto:publications@rcplondon.ac.uk) for more information.



**bespoke online  
and print packages  
available**

# Costs and schedules



*Clinical Medicine* is an invaluable and comprehensive resource for physicians seeking high-quality, topical updates in general medicine and across the specialties.



### Print advertising

- > Print artwork must be supplied as a high-resolution PDF. Files should be created using Pass4Press job options, which can be found at: [www.ppa.co.uk/resources/guides-andstandards/production/pass4press/](http://www.ppa.co.uk/resources/guides-andstandards/production/pass4press/)
- > Bleed options are only available on full-page and double-page spreads.
- > Double-page spreads should include a 20mm 'clearzone' across the spine/gutter and be supplied as two separate pages.
- > Please ensure that all embedded pictures/logos are no less than 300ppi in resolution and imported into your artwork in a CMYK format.
- > All fonts should be embedded.
- > Artwork containing custom/spot colours is not accepted.
- > Where possible please supply a proof with your PDF which should clearly illustrate the entire advertisement, together with a colour guide where appropriate. Material not complying with these requirements may incur a charge in addition to the space cost.

### Print ad specifications

<i>Clin Med + FHJ</i>	Type area (mm)	Trim (mm)	Bleed (mm)
Full-page	(w)182 x (h)248	(w)210 x (h)280	(w)216 x (h)286
Half-page (horizontal)	(w)182 x (h)122		

  

<i>Commentary</i>	Type (mm)	Trim (mm)	Bleed (mm)
Full-page	(w)174 x (h)271	(w)210 x (h)297	(w)216 x (h)303

# Specifications

## Online advertising

- > All ads appear on both *Clinical Medicine* and *Future Healthcare Journal* websites.
- > Images should be supplied as web-optimised jpeg or png with a resolution of 72ppi.
- > The closed file size should not exceed 100k in size. Flash files and animated gifs are not accepted.
- > All digital advertising should be supplied with an active hyperlink that can be used as a redirect.



## Online specifications

Position	Ad size (pixels)	Cost per month (30 days)
Header (every page)	728 x 90	£2,600
Footer (every page)	728 x 90	£1,100
Every article	300 x 600	£2,000
Every article	300 x 250	£1,500
Journal home page	300 x 600	£950
Journal home page	300 x 250	£700
RCPjournals.org landing page	300 x 250	£600
RCPjournals.org landing page	300 x 600	£400

To advertise on Clin Med or FHJ only, please contact [publications@rcplondon.ac.uk](mailto:publications@rcplondon.ac.uk) to discuss bespoke rates.



## Contact

All advertising is subject to the RCP's policy on partnerships, advertising and policy: [www.rcplondon.ac.uk/partnerships-policy](http://www.rcplondon.ac.uk/partnerships-policy)

Adverts must align with the Advertising Standards Agency and their codes of practice ([asa.org.uk](http://asa.org.uk)) and ABPI and ABHI codes of practice where required.

For more information and to book advertising, contact: [publications@rcplondon.ac.uk](mailto:publications@rcplondon.ac.uk)

# Online journals

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and Publishing**

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