



Royal College
of Physicians

Setting higher standards

Advertising opportunities with RCP publications



40,000+ members
at all career stages
in 30 specialties



Mailings
available three
times per year



Flexible digital
advertising at a
competitive price

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

Clinical Medicine

6 online editions per year



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

medicine and authoritative reviews on thought-provoking topics. It aims to directly improve readers' clinical practice by providing evidence-supported and relevant learning, via original research, guideline summaries and clinically focused reviews. The dedicated CME section focuses on the latest developments in a specialty, with self-assessment 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 online editions per year



A peer-reviewed journal of the RCP, *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.

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.

Commentary

6 editions per year:
3 print, 3 online only



Commentary is the RCP's membership magazine, and an important channel for the RCP to

inform, inspire and entertain its members and fellows. 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.

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Commentary has print mailings in January, May and September. Please contact publications@rcp.ac.uk to discuss production schedules and for more information.

Print advertising costs

Commentary		
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	£800	£400

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

Print ad specifications

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

Inserts

We can offer a targeted mailing for inserts. A breakdown of mailing groups and rates is 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@rcp.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@rcp.ac.uk for more information.



**bespoke online
and print packages
available**

Online advertising

- > All ads appear on our rcpjournals.org website.
- > Images should be supplied as a web-optimised jpeg or animated gif with a resolution of 72ppi.
- > The closed file size should not exceed 100k in size.

- > All digital advertising should be supplied with an active hyperlink that can be used as a redirect.
- > We guarantee 100,000 impressions per month at the rates given below. If you require a higher number of impressions please contact us.

- > We can offer a design service for your advert if required. Please contact us to discuss.
- > We offer discounted rates for not-for-profit advertisers and partners of the RCP. Please contact us to discuss.



Online specifications

Position	Ad size (pixels)	Cost per month (30 days)
Header	728 x 90	£2,600
Side of page	300 x 600	£2,000
Side of page	300 x 250	£1,500

To advertise on *Clinical Medicine* or *Future Healthcare Journal* only, please contact publications@rcp.ac.uk to discuss bespoke rates.



Contact

All advertising is subject to the RCP's policy on partnerships, advertising and policy: www.rcp.ac.uk/partnerships-policy

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

For more information and to book advertising, contact: publications@rcp.ac.uk

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