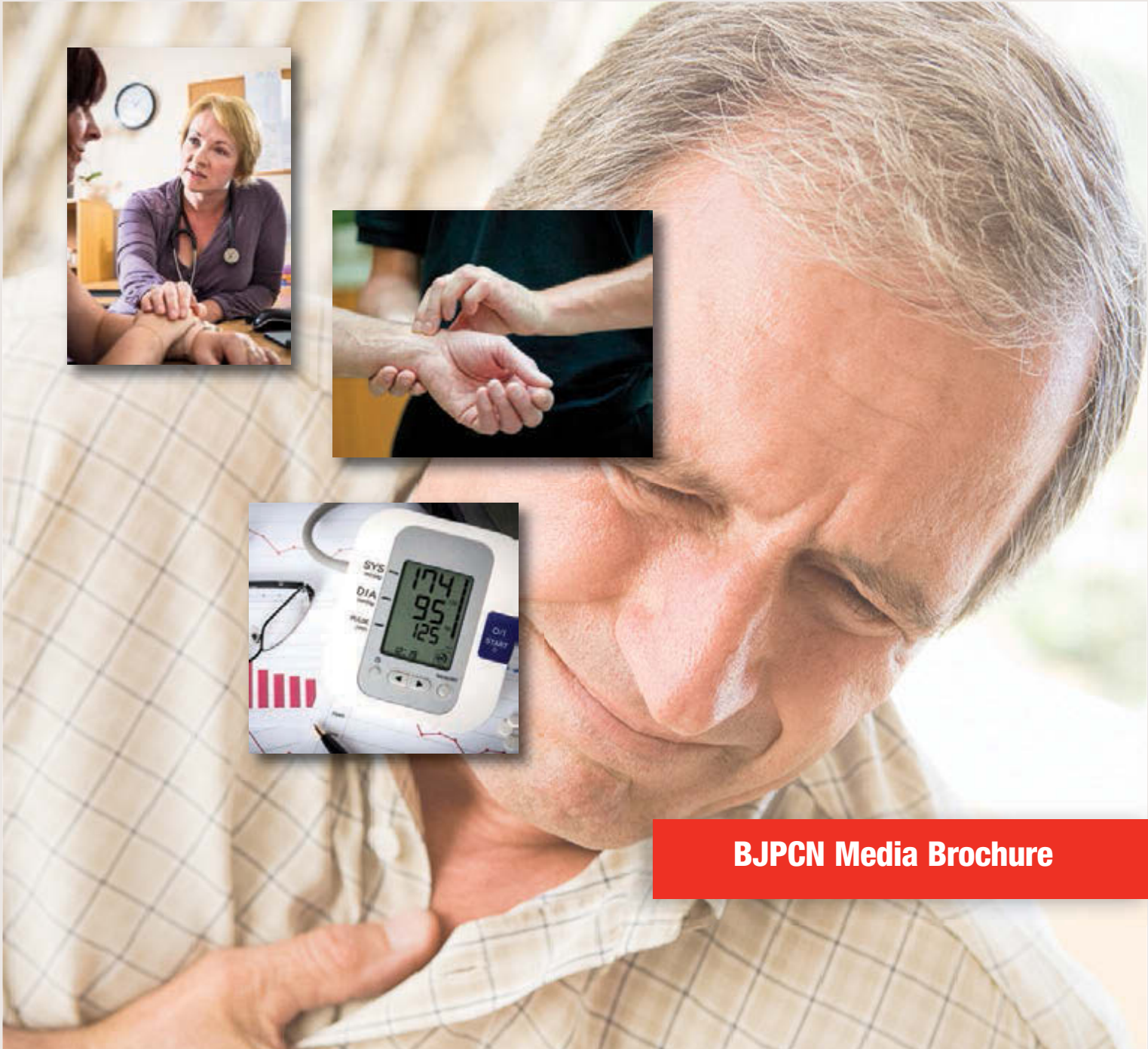


Cardiovascular
Disease, Diabetes, Stroke,
Liver and Kidney Care

The British Journal of Primary Care Nursing



BJPCN Media Brochure

**Partners in
Education**



D'ABETES UK
LIVING WITH CONFIDENCE





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Partners in Education



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INTRODUCTION

The *British Journal of Primary Care Nursing* is a primary care portal for healthcare professionals with a specific interest in cardiovascular disease, diabetes and related disorders. The website is a free-access online and printed educational resource, publishing nurse focused review articles and expert commentaries, with regularly updated news – including rapid publication and interpretation of major new data from studies and clinical trials.

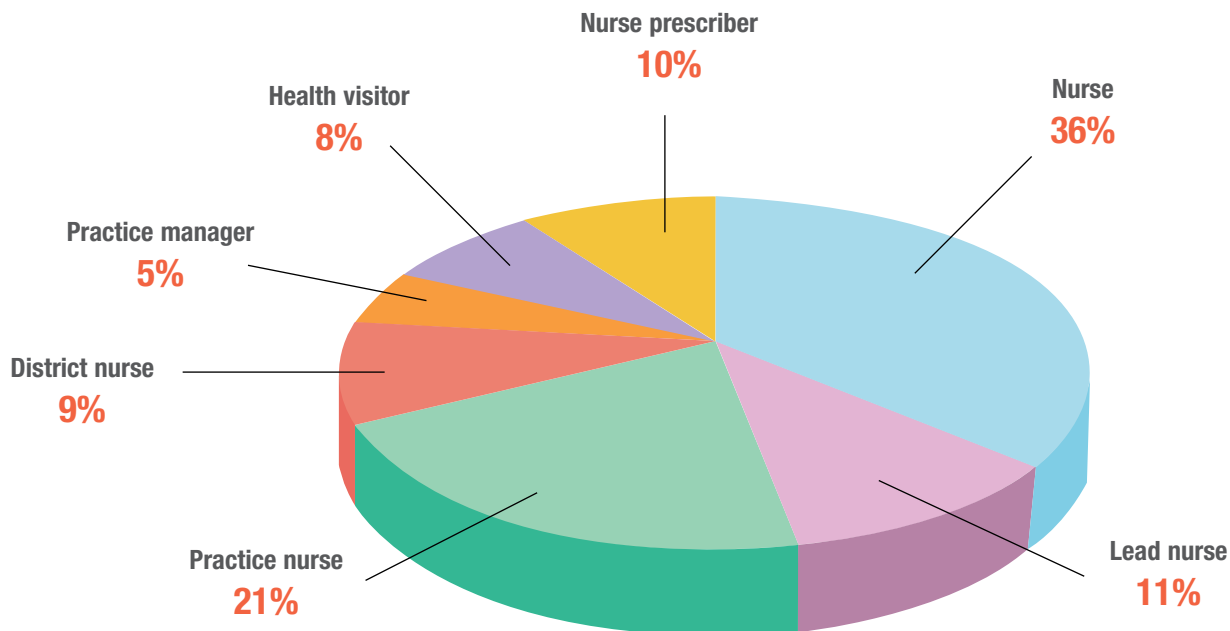
Providing:

- **Rapid, open access, fast-track online publication**
- **Continued Professional Development (CPD) modules**
- **Back catalogue** of archive material
- **Regular contact with registered members** via e-alerts highlighting new material available online
- **News and commentaries** on clinical developments translating new data and NICE Guidelines into practical guidance for HCPs' use in daily practice
- **Congress reportage** including in-depth analyses of latest developments
- **Back 2 Basics** diagrams
- **Special 'themed' issues, supplements and printed resources**
- **Clinical Craft card** sets
- Annual **Issues & Answers** conference
- Free access to CVD **resources** including a growing portfolio of educational materials, links to sister journal *Primary Care Cardiovascular Journal* website, **Guidelines, Educational Partner websites** and much more....

BJPCN offers you direct access to healthcare professionals managing all areas of cardiovascular disease.

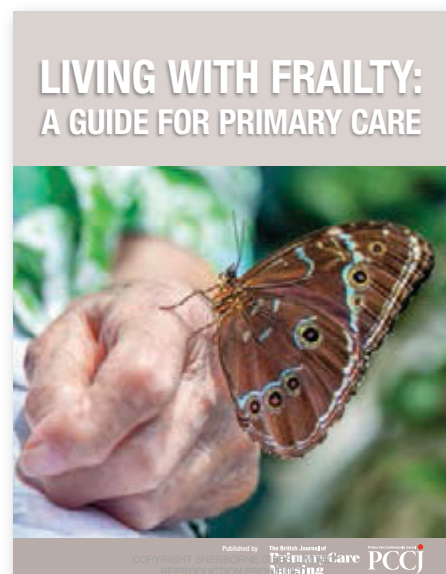
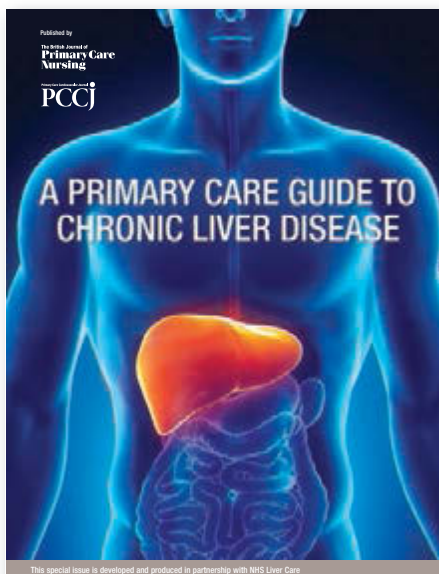
READERSHIP AND TRAFFIC

The *British Journal of Primary Care Nursing* was launched in May 2004 both in print and online. To-date we have approximately 11,000 members who have requested print material, 65% of whom regularly access material online, and approximately 8,000 registered e-readers who regularly receive e-alerts and website update notifications. Traffic to the site is continually growing, presently 4,500 average visits to the website per month with 1,250 pageviews, 2.5 pages/visit. Readership breakdown is as follows:



ADVERTISING & BESPOKE SPONSORSHIP OPPORTUNITIES

The *British Journal of Primary Care Nursing* offers many bespoke publishing opportunities both online and in print format. From special 'themed' issues, supplements, round table meetings & consensus papers, feature articles, CPD modules, craft cards, Back to Basic diagrams to corporate support packages for the website, media packages, Apps, e-alert bundles, banner adverts and much more. In addition there is the opportunity to time your publication in line with the annual Issues & Answers conference.



DIGITAL & PRINT OPPORTUNITIES FOR SPONSORS AND SUPPORTERS

Support for our digital and print publications contributes towards us continuing to provide FREE educational material for our members and helps to maintain our position as one of the leading primary care cardiovascular nurse resources. Regular supplements and special 'themed' issues provide sponsors with the opportunity to reach key opinion leaders and prescribers emphasising the sponsor's commitment to education and improving best practice whilst ensuring articles remain editorially independent.

ARTICLES, SUPPLEMENTS AND SPECIAL ISSUES

All publications are hosted on the BJPCN website as PDFs and e-alerted to 8,000 e-members, with optional print circulation of 11,000 nurse readers. Publication opportunities:

- Feature Article/Case Study**
 3-4 pages editorial, incl. tables/graphics, e-alert and link from home page **£3,500.00 online**
- Series of 4 Feature Articles**
 3-4 pages editorial each, incl. tables/graphics, e-alert and link from home page, published quarterly **£13,000.00 online**
- CPD Feature Article/Case Study Module**
 3-4 pages editorial with tables/graphics, CPD module added, invitation e-alert to members, complete the interactive questions with downloadable certificate **From £5,000.00 online**
- Supplement or Collection of Articles**
 12 pages, min 8 pages editorial, incl. tables/graphics, author fees, front cover and advert/PI (subject to ABPI)
 Optional printed version with distribution to membership **From £13,000 online**
From £21,250 in print
- Consensus Paper Report** as a result of roundtable meeting
 From 12 pages. Meeting management and write up, min 6 pages editorial, incl. tables/graphics, author fees, front cover
 Optional printed version with distribution to membership **From £17,950 online**
From £26,200 in print
- Stand alone topic specific 'themed' special issues**
 44 pages, min 40 pages editorial, incl. tables/graphics, author fees, front cover and advert/PI (subject to ABPI)
 Optional printed version with distribution to membership **From £18,550 online**
From £28,450 in print
- Collection of 4-5 previously published topic specific articles, updated with current guidelines, combined as a **Monograph** **From £5,000**
- Why not add a **CPD** module to an existing article? **From £1,500**

Reprints/Prints of the above publications are available upon request.

For details on **Craft Card** sponsorship or bulk orders please see page 8

The British Journal of Primary Care Nursing Online

A TOOL KIT FOR THE DIABETIC FOOT

Diabetes affects a major part of the workforce for practice nurses, but 90% of routine diabetic care is in fact delivered either by patients themselves or by family members and carers. It is therefore imperative that we offer people with diabetes clear, concise and up-to-date education to ensure effective foot care and to prevent complications such as ulcers and amputations.



Key points

- Diabetic foot problems such as ulceration and amputation substantially reduce quality of life and are associated with high mortality.
- Foot screening is essential to detect conditions such as neuropathy, peripheral arterial disease and foot deformity.
- Diabetic patients should be educated about the signs of their feet and the advice to take if they have a foot problem.
- Any patient at increased risk of problems should be referred to their local foot clinic.
- Low risk patients should be monitored by general diabetic foot screening to determine their risk of foot problems.

Explaining the dangers of sensation loss in the feet is the only way to empower our patients to take their risk seriously

ONLINE PUBLICATION, MARCH 2015

The British Journal of Primary Care Nursing Online

SPONSORED FEATURE

PLANT STEROLS AND CARDIOVASCULAR RISK

The World Health Organization (WHO) recognises that 80% of coronary heart disease (CHD) could be prevented by positive lifestyle changes. Healthcare professionals (HCPs) have an important role in helping their patients reduce their risk by addressing modifiable risk factors for CHD. Patients should be encouraged and supported to quit smoking, increase their physical activity, and make positive dietary and lifestyle changes to help better manage their heart health and target risk factors such as cholesterol.

Key points

- Understand modifiable risk factors for cholesterol and the impact of cardiovascular disease (CVD).
- Be aware that a healthy balanced diet that includes consumption of plant sterols can reduce cardiovascular risk.
- Cholesterol from your diet is able to empower patients to make behavioural changes to help them reduce their cardiovascular risk.

Table 1: Modifiable risk factors for coronary heart disease

- Smoking
- Blood cholesterol
- Blood pressure
- Physical activity
- CHD, in particular:
 - Type of fat consumed
 - Salt intake
 - Fat and sugary intake
 - Alcohol intake
 - Stress management

RELIEFS ABOUT CHOLESTEROL

Recent survey data have highlighted a general lack of knowledge about cholesterol. While 70% of UK population think their cholesterol is normal or low, 60% of adults actually have elevated cholesterol. Moreover, the biggest motivation for people to consider making healthy changes to their diet and lifestyle is having a heart attack. However, 72% of people aged 40 years and over (HCPs as their most likely source of information on cholesterol lowering) say the specialist needs to focus and other HCPs to make a difference in this area.

CPD

15 extra CPD points, set up your personal preferred alerting CPD account at www.bjpcn.com. Complete the questions from this article to gain your CPD points and download your certificate.

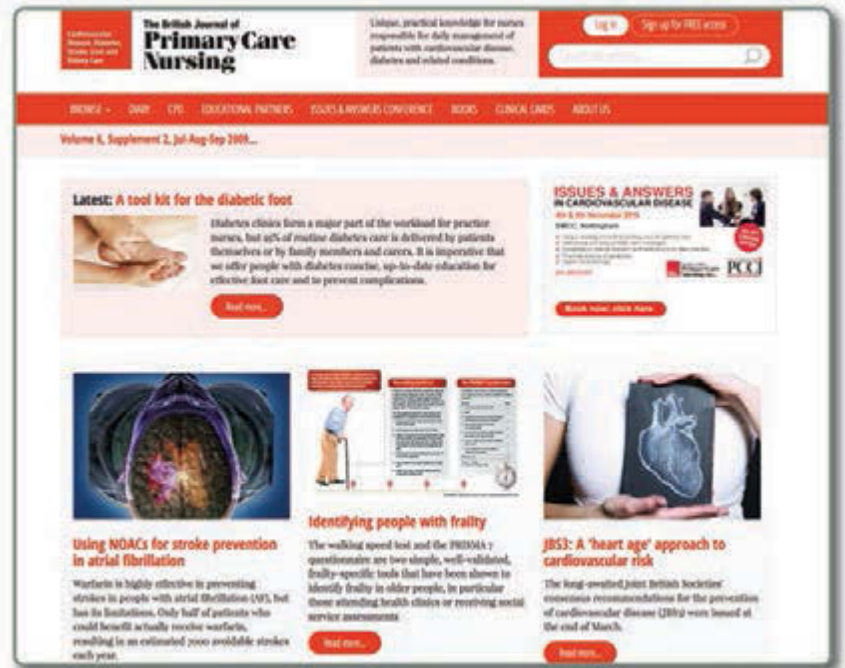
ONLINE PUBLICATION, JUNE 2015

DIGITAL OPPORTUNITIES FOR SPONSORS AND SUPPORTERS

Partnering and supporting our website enables us to continue to provide FREE educational material for our readers whilst emphasising sponsors commitment to education.

ANNUAL CORPORATE SUPPORT PACKAGE

Supporters will be recognised throughout the website, accompanied by logos and the appropriate disclaimers. There are three support packages available – Gold/Silver and Bronze, ranging in price from £9,000 to £25,000 which can be tailored to suit most budgets:



Annual Corporate Supporter Package - Benefits

	Gold	Silver	Bronze
Homepage recognition with click through logo, updated quarterly	✓	✓	✓
Submission of news for editorial review	✓	✓	✓
Reciprocal weblinks to sponsor's website	✓	✓	✓
Acknowledgement on regular BJPCN news alerts with clickable logo	✓	✓	✓
Clickable banner style advert on quarterly alerts	✓	✓	✓
Clickable graphic thumbnail advert on specific article page, one per quarter	✓	✓	✓
Banner advert on homepage, updated quarterly	✓	✓	✓
Submission of editorials for review and online publication	✓ x 2	✓ x 2	✓ x 1
Stand-alone topic specific e-alerts	✓ x 2	✓ x 2	✓ x 2
Submission of review article	✓	✓	
Discount on publications	✓ 15%	✓ 10%	
Discount on conference	✓ 10%	✓ 10%	✓ 5%
Dedicated 'Advertorial' page with links and information to own educational material	✓		
CPD module	✓		
Back to basics diagram	✓	✓	

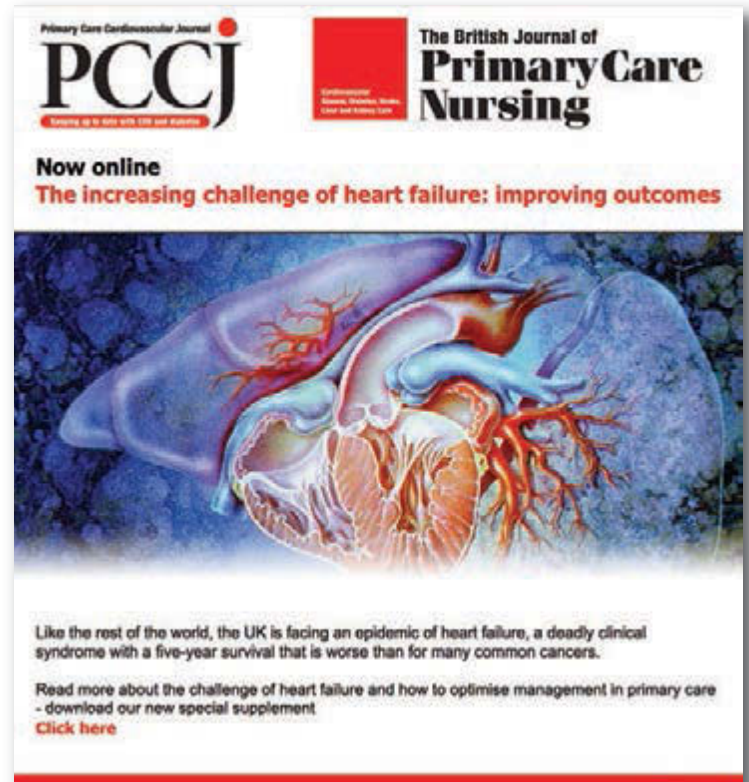
DIGITAL OPPORTUNITIES FOR SPONSORS AND SUPPORTERS (cont...)

ANNUAL MEDIA PACKAGE

Including Website Banner Adverts and E-alerts. hosted on website and e-alerted to circa 8,000 e-members:

- Home page website Banner Advert with link to client website, size 350 px x 100 px (landscape) or 200 px x 500 px (portrait) supplied as a static .gif or .jpg file type. Updated quarterly
- Home page 'click through' Client Logo, size 190 px x 190 px. Updated quarterly
- 'Click through' banner style Advert featured within one of our regular news e-alert, size 500 px x 100 px. One email per quarter
- Client Logo featured within one of our regular news e-alerts with link out to client website, size 100 px x 100 px. One email per quarter
- Graphic Thumbnail of client advert on specific article abstract page with link out to full page PDF advert, size 135 px x 90 px. One per quarter

£5,000



E-ALERTS & BUNDLES

Dedicated stand alone e-alerts, sent to circa 8,000 e-readers:

- Topic specific, stand alone BJPCN standard template (250 words + 2 logos and click through), from copy supplied **£1,050**
- Topic specific, stand alone BJPCN standard template e-alert bundle (300 words + 2 logos and click through), from copy supplied, plus previously published relevant articles and back to basics diagrams **From £1,495**
- Topic specific, stand alone individual HTML e-alert (250 words + 2 logos and click through), from copy supplied **£1,750**
- Why not follow-up and repeat the e-campaign a few weeks later **From £500**

BANNER ADVERTS

Stand alone banner adverts – subject to space availability and term:

- Static small - 350 px x 100 px (landscape) or 200 px x 500 px (portrait) supplied as a .gif or .jpg file type. **From £350**
- Static large - 770 px x 110 px (landscape) supplied as a .gif or .jpg file type. **From £600**
- Rolling or animated also available **POA**

ADDITIONAL OFFERINGS – CRAFT CARDS



A concept created by the Editor in Chief of *BJPCN*, Jan Procter-King, the clinical CRAFT cards have been designed as a 'handy-to-use', pocket-sized memory jogger and reference guide for healthcare professionals in their daily practice.

CLINICAL CRAFT CARDS



Each set contains up to 15 double-sided, colour-coded cards on a key-ring, allowing the user to add new or updated cards and to develop their own personalised set. Full of useful risk charts, conversion tables, targets, thresholds, diagnosis information and much more. Each set contains everything a HCP needs when consulting with patients.

SPONSORSHIP & BULK BUYING

New or updated sets are available for **sponsorship**. Sponsors can add their logo to the front cover along with the necessary disclaimers and information stated on the inside cover card. Minimum print runs of circa 10,000 sets are required in order to cover the costs of development, design and production of sets which are then distributed FOC to HCPs. Sponsors are also invited to include 1 double sided card of their own content within the set.

Distribution options vary from bulk delivery to despatch of individual sets. We can assist with advertising, distribution lists, educational partner members and conference give-aways.

Bulk buying of generic sets is also possible without direct sponsorship of a complete set. CCG's, societies, networks etc will be invited to pre-order sets as part of a multiple order, offering the flexibility to order smaller quantities. Individual orders of 100+ can be collated to achieve the overall minimum print run of 10,000 sets.



ADDITIONAL OFFERINGS – CONFERENCE AND PROJECT SPECIFIC: POA

APPS

Stand alone applications, available from website or iTunes Store. Examples of such as Supplements/Special Issues/Monographs/Books

WEBSITE ANIMATION

Examples such as Collection of Articles/B2B Collections/Topic Specific Collection/Slide Decks

VIDEO/AUDIO

Examples such as KOL Interviews/Expert Opinions/Conference Highlights/Product Demonstrations/Roundtable Discussion/Webcasts/Podcasts

EDUCATIONAL WORKSHOPS

Single Workshop or series of Regional Roadshows including specifically targeted participants

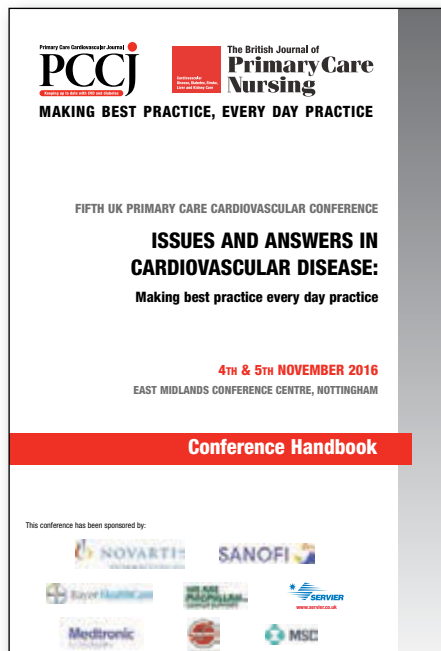
MARKET RESEARCH

E-campaigns, Online Quiz or Monthly Poll, Changing Attitudes & Perceptions (initial market research/feature article/follow-up market research)

CONFERENCE SPONSORSHIP

Various sponsorship options to suit all budgets from inserts to exhibits and satellites are available for the journal's annual conference '*Issues and Answers in Cardiovascular Disease*' which takes place in November each year.

Please visit the website (www.issuesandanswers.org) for further details.



Further Information and contact details

If you would like to discuss any of the options listed above or require any further information, then please contact Jane Boyle as follows:

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