

BJMO

Belgian Journal of Medical Oncology

GENERAL INFORMATION

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The Belgian Journal of Medical Oncology (BJMO) is the official medical journal of the Belgian Society of Medical Oncology (BSMO) and was founded in May 2007. The BJMO is an independent peer-reviewed journal in the English language that aims to support all clinicians and clinicians-in-training in the field of oncology and radiotherapy in Belgium with articles translating latest developments and insights in clinical cancer management to daily clinical practice. The BJMO is sent for free to all clinicians working in oncology and adherent fields of interest (e.g. hemato-oncology and radiotherapy).

THE BELGIAN JOURNAL OF MEDICAL ONCOLOGY IS THE OFFICIAL JOURNAL OF THE BELGIAN SOCIETY OF MEDICAL ONCOLOGY (BSMO) AND THE BELGIAN ASSOCIATION FOR CANCER RESEARCH (BACR)

DISTRIBUTION

The BJMO is distributed for free to the following clinicians, actively participating in clinical cancer management:

- Oncologists
- Hematologists/Hemato-oncologists
- Radiotherapists
- Internal Medicine specialists active in the field of cancer, such as: gynaecologists, pneumonologists, otolaryngologists
- Neuro-oncologists
- Oncologic surgeons
- Medical Scientists in Oncology
- Pathologists
- All doctors in training for specialist within these fields - Hospital pharmacists

No. of gastroenterologists	270
No. of pneumonologists	418
No. of urologists	416
No. of dermatologists	264

EDITION

Maximum of 3,515 copies (via controlled circulation)

CANCELLATION POLICY

In case of withdrawal of an advertisement before closing date of an issue: 25% of total costs must be paid.

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1/1 page A4 opposite introduction chairman	€ 4.100,00
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1/1 page A4 opposite first article	€ 4.100,00
2/1 page A4 full colour	€ 5.700,00
2/1 page A4 spread-in-the-heart	€ 6.300,00
4/1 publicité stapled in-the-heart of the journal* <i>(excl. writers costs and DTP)</i>	€ 8.500,00
Cover 2	€ 5.000,00
Cover 3	€ 4.750,00
Cover 4	€ 5.250,00
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No. 3	03-05-2024	22-03-2024
No. 4	07-06-2024	26-04-2024
No. 5 ASCO Special	30-08-2024	19-07-2024
No. 6	04-10-2024	23-08-2024
No. 7	08-11-2024	27-09-2024
No. 8 ESMO Special	13-12-2024	01-11-2024

TARIFFS E-NEWSLETTER			
ADVERTISEMENT	STARTING 1x per year	STARTING 4x per year incl. (5% discount)	STARTING 8x per year incl. (10% discount)
News item	€ 3.750	€ 13.500	€ 22.500
Leaderboard	€ 3.500	€ 12.600	€ 21.000
Halfway banner	€ 3.200	€ 11.520	€ 19.200
Footer banner	€ 2.950	€ 10.620	€ 17.700

PUBLICATION SCHEDULE E-NEWSLETTER		
ISSUE	PUBLICATION DATE	CLOSING DATE ADVERTISEMENTS
No. 1	06-02-2024	23-01-2024
No. 2	20-02-2024	06-02-2024
No. 3	12-03-2024	27-02-2024
No. 4	26-03-2024	12-03-2024
No. 5	30-04-2024	16-04-2024
No. 6	21-05-2024	07-05-2024
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No. 8	13-08-2024	30-07-2024
No. 9	27-08-2024	13-08-2024
No. 10	17-09-2024	03-09-2024
No. 11	01-10-2024	17-09-2024
No. 12	22-10-2024	08-10-2024
No. 13	05-11-2024	22-10-2024
No. 14	19-11-2024	05-11-2024
No. 15	10-12-2024	26-11-2024
No. 16	17-12-2024	03-12-2024

LEADERBOARD 1360x138px
 (one advertisement)



PODCAST PROF. IVAN BORBATH
THE EVOLVING TREATMENT PARADIGM FOR PANCREATIC CANCER PATIENTS
 Pancreatic cancer remains to be a tumour type with a notoriously dismal prognosis. In recent years, however, progress has been made to improve the outcome of these patients. In this new episode of BJMO oncotalks, Professor Ivan Borbath will talk us through the current pancreatic cancer treatment paradigm with a particular focus on emerging treatment options that are on the horizon for these patients... [Listen to podcast](#)



PRACTICE GUIDELINES
CLINICAL MANAGEMENT OF FIRST-LINE ADVANCED TRIPLE-NEGATIVE BREAST CANCER PATIENTS
 Chemotherapy has represented the main treatment option for patients with advanced triple-negative breast cancer for a long time. However, due to our better understanding of tumour biology, clinical trials led to a change in the treatment paradigm of this disease, identifying clinically relevant subgroups with different therapeutic options... [Read more](#)

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PHARMACOTHERAPY
OPTIMAL SYSTEMIC TREATMENT FOR ADVANCED HEPATOCELLULAR CARCINOMA
 Advanced hepatocellular carcinoma is a disease that is challenging to treat. However, the last two to three years have witnessed a true revolution in systemic treatment options for this lethal disease. Here we review the latest developments and discuss the main consequences for clinical practice... [Read more](#)



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LEADERBOARD	(FROM 1 JANUARI 2024 - 31 DECEMBER 2024)		
ADVERTISEMENT	PER MONTH	PER 3 MONTHS	PER 6 MONTH
Leaderboard Homepage healthcare professional	€ 1.750	€ 4.725	€ 7.875
Leaderboard Index page of latest issue	€ 1.750	€ 4.725	€ 7.875
Leaderboard Browse <i>all issues</i> -page	€ 1.650	€ 4.455	€ 7.650
LEADERBOARD CARROUSSEL			
ADVERTISEMENT	PER MONTH	PER 3 MONTHS	PER 6 MONTH
Above section: review articles or below: Guidelines (max. 3 different advertisers)	€ 1.650	€ 4.455	€ 7.425
MEDIUM RECTANGLE)			
ADVERTISEMENT	PER MONTH	PER 3 MONTHS	PER 6 MONTH
Review articles	€ 1.250	€ 3.375	€ 5.625
Index page of latest issue	€ 1.250	€ 3.375	€ 5.625
Browse <i>all issues</i> -page	€ 1.250	€ 3.375	€ 5.625
SPONSORED CONTENT ON THE SPECIALISTS HOMEPAGE			
CONTENT TYPE	PER MONTH	PER 3 MONTHS	PER 6 MONTH
Sponsored Video (Vlog) on Specialists Homepage-section after login	€ 3.750	N/A	N/A
Sponsored Video (Vlog) on Specialists Homepage-section after login <i>(Production by Ariez (interview of max. 4 min, with 1 doctor): + 1.500 production costs in addition to placement costs).</i>	€ 3.750 + € 1.500	N/A	N/A
Sponsored Advertorial (blog) on Specialists Homepage - after login	€ 3.750	N/A	N/A
Sponsored Advertorial (blog) on Specialists Homepage - after login, Ariez produced <i>(additional costs + 1.100 production costs in addition to placement costs)</i>	€ 3.750 + € 1.100	N/A	N/A
Additional costs 2nd hyperlink on banners	€ 85 per link	N/A	N/A

FULL SCREEN HORIZONTAL BANNER

2375 x 246 px



SKYSCRAPER

531 x 1229 px



LEADERBOARD

1875 x 271 px



MEDIUM RECTANGLE

531 x 583 px



MINI-BANNER ON SEARCH RESULT PAGE

1125 x 250 px

