

Advertising Rates 2010

Overview

The advertising is split into two: either in the eJournal; that is the email that's sent free to over 22,000 practitioners or on the website, which receives thousands of hits every day.

Readership

Chinese Medicine Times is read by practitioners, students, the general public as well as libraries, schools, colleges and Universities.

Circulation

Chinese Medicine Times is circulated to over 20,000 Chinese medicine practitioners. This number is growing by around 250 a month.

Distribution

The distribution is largely made up of practitioners in the USA, UK as well as Europe, Canada, Australia, China, New Zealand, Asia and Latin countries.

Frequency

The eJournal has three issues a year all of which can be accessed free via the eJournal's website, open 24/7.

Website Hits

The Chinese Medicine Times web site receives thousands of page loads every day and is fast becoming the most popular source of information for Chinese medicine on the internet. We are climbing up the search engine rankings and are already listed in the top ten on google.co.uk, msn.co.uk and yahoo.co.uk.

Format

We accept static adverts in jpg, jpeg, gif, tif and tiff. We accept dynamic adverts in Flash or as an animated gif. Please note that for dynamic adverts within the journal (the email sent to practitioners) we only accept animated gifs. External links to your website can be added at no extra cost.

Artwork

All artwork must be completed by those submitting the advert. Chinese Medicine Times cannot undertake any artwork at present.

Rates

For up-to-date costs in US Dollars and Euro, please visit the eJournal's website.

Direct Advertising to Subscribers (HTML newsletter)

Database Ad Personalised HTML newsletter sent to all subscribers
£349 x 1 send.

Advertising within the eJournal (the email sent to practitioners)

eJournal Ad 150 x 150 (pixel) box
£68 x 1 issue. £60 x 2 issues. £58 x 3 issues.

eJournal Ad 150 x 300 (pixel) mini skyscraper
£88 x 1 issue. £80 x 2 issues. £74 x 3 issues.

eJournal Ad 150 x 450 (pixel) skyscraper
£120 x 1 issue. £108 x 2 issues. £102 x 3 issues.

eJournal Ad 600 x 100 (pixel) leader board
£146 x 1 issue. £132 x 2 issues. £124 x 3 issues.

Advertising on the CMT Web Site Network (eJournal, forum and CMTpedia). Over 5,000 pages.

Website Ad 125 x 125 (pixel) box
£94 x 1 month. £84 x 3 months. £74 x 6 months. £64 x 9 months. £56 x 12 months.

Website Ad 125 x 250 (pixel) box
£116 x 1 month. £102 x 3 months. £92 x 6 months. £80 x 9 months. £68 x 12 months.

Website Ad 125 x 375 (pixel) box
£146 x 1 month. £132 x 3 months. £118 x 6 months. £100 x 9 months. £86 x 12 months.

Website Ad 400 x 60 (pixel) top banner
£178 x 1 month. £158 x 3 months. £142 x 6 months. £122 x 9 months. £106 x 12 months.

Website Ad 640 x 60 (pixel) large top banner
£198 x 1 month. £178 x 3 months. £158 x 6 months. £137 x 9 months. £117 x 12 months.

Events Listing

£30 until the event has expired.

Practitioner & Clinic Listing

£19.99 per year.

Educational Listing

£14.99 per month. £9.89 x 12 months.