MedComms Networking Event: Meet the Publishers
Oxford, 5 December 2018

Introducing BMJ

Henry Spilberg
Associate Publisher, BMJ Journals
Values-driven

Our values are an important part of our company culture. They define who we are and how we behave.
A healthier world: Advancing healthcare worldwide

- World-renowned for publishing one of the most cited general medical journals
- Over 5.5m users visit our websites every month
- Improving outcomes in over 3,000 institutions
- Loyal users in over 150 countries
- Publish content in 14 languages
Publishing

The BMJ - one of the world’s most cited general medical journals with an impact factor of 23.259

Over 70 high quality, peer-reviewed journals covering a wide range of specialties

58% of our SCI-indexed journals are in the top quartile of their category

Impact Factor

<table>
<thead>
<tr>
<th>Journal</th>
<th>Impact Factor</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BISM</td>
<td>7.867</td>
<td>No.1</td>
</tr>
<tr>
<td>Quality &amp; Safety</td>
<td>9.655</td>
<td>No.5</td>
</tr>
<tr>
<td>Annals of the Rheumatic Diseases</td>
<td>12.35</td>
<td>No.2</td>
</tr>
<tr>
<td>Gut</td>
<td>17.061</td>
<td>No.2</td>
</tr>
<tr>
<td>Medical Ethics</td>
<td>1.529</td>
<td>No.3</td>
</tr>
</tbody>
</table>
Our flagship journal

The BMJ serves a global audience of academic and clinical researchers, medical educators, leading clinicians and policymakers.

First published in 1840, The BMJ’s mission is to help medical researchers to create and share the best evidence which clinicians need in their mission to deliver the best healthcare.

● Pioneer in digital publishing – one of the first medical journals to go online, in 1995
● All original research has been open access since 1998
Journals portfolio

- In the last year, **52 million unique users** accessed our journals online, generating **126 million page views** from researchers **around the world**
- Over **9,500 institutions** have access to **BMJ journals** with more than **30 million articles** being accessed each year
Impact of BMJ Journals

➔ **95%** of BMJ journal articles from 2017 were discussed online through social media, news stories and videos

➔ More than **67,000** news stories included BMJ articles last year

➔ **95% of top 100 Medical Schools** in the QS World University Rankings® have a BMJ subscription

➔ **All of the Times Higher Education** ranked universities published in BMJ journals last year

- Publishing more than **12,000** high quality articles a year
- Receiving more than **450,000** citations a year
- Articles read more than **100,000,000** times a year
What’s new?

New in 2018:
- BMJ Nutrition, Prevention and Health (OA)
- World Journal of Pediatric Surgery (OA)
- General Psychiatry (OA)

New in 2019:
- Regional Anesthesia & Pain Medicine (Hybrid)
- International Journal of Gynecologic Cancer (Hybrid)
- Family Medicine and Community Health (OA)
- BMJ Surgery, Interventions, & Health Technologies (OA)
- BMJ Neurology Open (OA)
- Launched: Oncology, Cardiology
- To come: Gastroenterology, Neurology, Rheumatology
Journal roundtables

- Funded by sponsor, organised by BMJ
- Cutting-edge content
- Broaden or enhance journal scope
- Raise profile among community
- Increase engagement with readers, authors
- Increase downloads, citations, Altmetrics
Rights & licensing

- Local Editions

- Also: Electronic Licensing, Permissions, Discovery, Copyright Protection
BMJ Hosted

Welcome to The BMJ’s hosted content section which has been launched to give our users access to resources produced by external organisations.

If you are publishing a report or multimedia resource that you think would be of interest to the journal’s readership of doctors, academic researchers and other healthcare professionals, please contact Marc Clifford in corporate sales.

Resources must comply with BMJ’s advertising and sponsorship guidelines.

Click on the panels below to find out more about our latest hosted content

<table>
<thead>
<tr>
<th>KYOWA KIRIN</th>
<th>NORGINE</th>
<th>FOUNDATION MEDICINE</th>
<th>TEVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPD Modules</td>
<td>Endocuff Vision&lt;sup&gt;®&lt;/sup&gt;</td>
<td>Roche Foundation Medicine</td>
<td>DuoResp Spiromax&lt;sup&gt;®&lt;/sup&gt; (budesonide/formoterol)</td>
</tr>
<tr>
<td>Module 1: Alcohol Misuse and its Consequences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module 2: Wernicke’s Encephalopathy and Korsakoff’s Syndrome</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALCOHOL/ALCOHOL MISUSE</th>
<th>MEDICAL DEVICES</th>
<th>ONCOLOGY</th>
<th>RESPIRATORY MEDICINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medtronic</td>
<td>ALECENSA</td>
<td>Boehringer Ingelheim</td>
<td>Odefsey</td>
</tr>
<tr>
<td>Further Together</td>
<td></td>
<td></td>
<td>enteclopride 200mg/p.hcl/v.mene 25mg/</td>
</tr>
</tbody>
</table>
Other developments

- Patient and public involvement
- Partnerships: Kudos
- ORCiD
- Open science
Thank you

hspilberg@bmj.com
bmj.com/company
journals.bmj.com