

# *The Good Life*

Distributed with *The British Medical Journal* on 25th February 2017





# The Good Life

*The Good Life* is a full-colour, A5 publication distributed with *The British Medical Journal*.

This production will feature relevant editorial throughout, highlighting luxury travel, financial and legal services, bespoke homes, property improvements, healthcare innovations, events and luxury pursuits, as well as lifestyle trends.

Designed to meet the aspirations of its high-profile affluent readers, *The Good Life* will look at topical issues, offering readers tips and inspiration on leisurely living.

With over 85,000 hospital doctors and 30,000 GPs reading its content, and a distribution of 115,000 *The British Medical Journal* is one of the most influential and respected medical journals in the world, which is personally addressed and delivered directly to doctors' home addresses every Friday.

*The Good Life* will provide the ideal platform for delivering your brand message and fulfilling your campaign objectives to this niche audience.

The weekly General practice edition is received by 75% of GPs in the UK and the Clinical research edition is the market leader, averaging a readership of 46% of all UK senior grade hospital doctors.

*The Good Life* will examine investments and financial services, pinpointing ways that you can invest wisely in your future and ways to create a bespoke home.

Lifestyle, travel and innovations is, of course, also at the forefront, whether it's golf, high-end products or luxury getaways.





# The Good Life

## *Editorial features*

### ***Worldwide Luxury Travel***

Discover award-winning cruises,  
hotels, islands & resorts

### ***Bespoke Fashion & Accessories***

Providing you with the latest fashions  
and accessories on offer

### ***Financial & Legal Services***

The latest investment advice, pension  
reviews, & private client

### ***Event & luxury pursuit***

All that is best in the event  
& luxury pursuit calendar

### ***Education & Schooling***

The best education and schooling  
for your children





# *The Good Life*

## *Rate card*

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Double page spread	<b>£13,950</b>
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One full colour page	<b>£7,950</b>
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Half page	<b>£3,950</b>
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15% premium for advertorial features

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Premium position sponsorship  
is subject to availability

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## *Distribution*

### **115,000**

printed copies distributed in the UK with  
The British Medical Journal on  
25th February 2017

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### ***BMJ Clinical Research (Hospital Doctors) - consultants & Registrars***

Reader Age Range: 23 years of age, up until 65 years of age  
Salaries: £75,000 - £120,000  
Total weekly circulation: 85,000

### ***BMJ General Practice (GP's and family doctors)***

Reader Age Range: 34 years of age, up until 65 years of age  
Salaries: £55,000 - £95,000  
Total weekly circulation: 30,000

# *The Good Life*

## *Contact details*

T: 020 7253 9906

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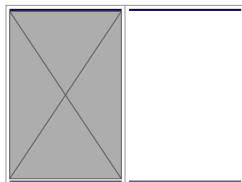
[sales@aplmedia.co.uk](mailto:sales@aplmedia.co.uk)

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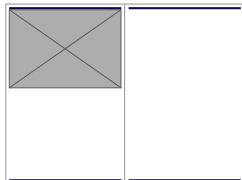
[www.aplmedia.co.uk](http://www.aplmedia.co.uk)

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## Advertisement sizes

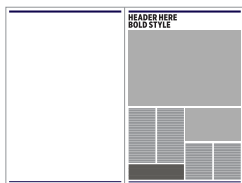


- Full page**
- Height 210mm
  - Width 148mm



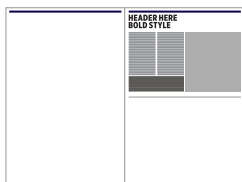
- Half page**
- Height 92mm
  - Width 132mm

## Advertorial feature requirements



### Full page

- Headline — 4-8 words
- Main body copy — 300-350 words supplied in a word document
- Box copy — 15-20 words, which could include an offer flash, contact details and address
- Images — 2-5 x images; please see image specifications on the right\*



### Half page

- Headline — 4-8 words
- Main body copy — 150-200 words supplied in a word document
- Box copy — 10-15 words, which could include an offer flash, contact details and address
- Images — 1-2 x images; please see image specifications on the right\*

## Supplying final artwork

### Naming files

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. LS1016\_YOURCLIENTNAME

### Digital file specifications

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewsprinter26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

### File transfer

Files less than 8Mb can be emailed directly to [production@aplmedia.co.uk](mailto:production@aplmedia.co.uk) For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

### Design process

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

### Approvals & Amendments

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
  - The final third PDF is for fact checking and approval/records only.
  - Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
  - Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600<sup>†</sup>. The service provided is outlined in this Media Pack and online.

### Image Specifications

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.