



British Orthopaedic  
Association

*The Surgical Specialty  
Association leading the  
way for Trauma and  
Orthopaedics in the UK.*

*The Journal is the  
professional and  
instructional journal for all  
professionals involved in  
Trauma and Orthopaedics.*

*Journal of  
Trauma and  
Orthopaedics*



Media Information Pack



## About the BOA

*The British Orthopaedic Association was founded in 1918 with twelve founding members.*

We now have over 5,000 members worldwide, the majority based in the United Kingdom and Ireland. It is a pivotal organisation within the British surgical scene, representing some 40% of the total surgical workforce.

Membership is made up of Consultants (active or retired), Staff and Associate specialist grades (SAS) and trainees. There are almost 300 overseas members.

## What We Do

*Our vision is a vibrant, sustainable, representative orthopaedic community delivering high quality, effective care to fully informed patients.*

We seek to achieve this by ensuring that the Government's Health Care reforms take full account of the need for properly resourced and accessible musculoskeletal services.

This is important given the UK's demographics and the fact that musculoskeletal disorders account for annual expenditure of some £5Bn: trauma and orthopaedic practitioners really can transform our patients' lives.

## The BOA's Specialist Societies

- British Association for Surgery of the Knee
- British Association of Spinal Surgeons
- British Elbow & Shoulder Society
- British Foot & Ankle Society
- British Hip Society
- British Indian Orthopaedic Society
- British Limb Reconstruction Society
- British Orthopaedic Oncology Society
- British Orthopaedic Sports Trauma & Arthroscopy Association
- British Orthopaedic Research Society
- British Orthopaedic Specialists Association
- British Orthopaedic Trainees Association
- British Scoliosis Society
- British Society for Children's Orthopaedic Surgery
- British Society for Surgery of the Hand
- British Trauma Society
- Combined Services Orthopaedic Society
- Computer Assisted Orthopaedic Surgery Society
- Orthopaedic Trauma Society
- Society for Back Pain Research
- United Kingdom Spine Societies Board
- World Orthopaedic Concern

## Private Practice

*Many of our members work in private practice, in combination with their NHS commitments, where the issues they face are similar to those experienced in the NHS.*

We work closely with:

- The British Medical Association (BMA)
- The Federation of Independent Practitioner Organisations (FIPO)

## Research Organisations

We work closely with:

- Versus Arthritis
- Association of Medical Research Charities
- James Lind Alliance
- Medical Research Council
- National Hip Fracture Database
- National Institute for Health Research
- National Joint Registry
- Orthopaedic Research UK

*As well as having a wide presence across academia.*

## Other Partners

*We and our Specialist Societies sustain strong partnerships with other clinicians involved in the treatment of musculoskeletal (MSK) trauma and longer term conditions via the Federation of Surgical Specialty Associations (FSSA), in particular plastic and neurosurgeons for hands and spines respectively.*

On a broader front we work with all MSK focused clinical and patient groups through our membership of ARMA – the Arthritis and Musculoskeletal Alliance.



## Print Readership

*The Journal of Trauma & Orthopaedics is the official publication of the British Orthopaedic Association (BOA).*

With a print run of 6,000 copies, the Journal is the only publication that reaches Trauma and Orthopaedic surgeons throughout the UK and every BOA member worldwide.

All copies are sent to named individuals making our readership the most accurate and influential available.

In addition to BOA members we are making the Journal available to all orthopaedic and trauma practitioners regardless of BOA membership. This will cover Trauma and Orthopaedic Surgeons, AHPs and MSK clinicians covering the entire trauma and orthopaedic community.

We are greatly assisted by our close and highly prized collaboration with the BOA's Specialist Societies and which we supplement with a programme to deliver bulk copies of the Journal to their meetings throughout the year.

The journal is widely distributed to university libraries, research institutions and Hospital orthopaedic departments.

## International Distribution

*We engage widely on the international stage. This is a reflection of the global nature of trauma and orthopaedics.*

The Journal is distributed and promoted to attendees at the following events in print and digital format.

The Carousel of the following national orthopaedic associations in addition to the BOA:

- American Orthopaedic Association
- American Academy of Orthopaedic Surgeons
- Canadian Orthopaedic Association
- Australian Orthopaedic Association
- New Zealand Orthopaedic Association
- South African Orthopaedic Association

## Digital Distribution

### Website & Social Media

The Journal is hosted on our website (which has an average of 4,100 unique visitors per month) and widely promoted via social media (Over 8,000 Twitter followers; over 3,000 Facebook likes and; almost 3,000 LinkedIn followers) plus we have an extensive e-distribution in addition to our print run.

### JTO App

Launched in 2017 the apps popularity has grown consistently to reach Over 5,000 views per edition.

The App has every edition of the Journal as an indexed library, each edition has an advanced search function to enable easy access to all content and peer reviewed articles.

Apart from being available to all BOA members the app is made available to all Carousel Organisation and members, promoted to university libraries, research institutions and hospital orthopaedic departments as well as being hosted on our website and promoted via social media.

## Specialist Themes

**Volume 9 / Issue 1** (March 2021)  
Theme = Soft Tissue Knee, Spine

**Volume 9 / Issue 2** (June 2021)  
Theme = Placebo Surgery  
**Efort Issue**

**Volume 9 / Issue 3** (September 2021)  
Theme = Infection  
**BOA National Congress Issue**

**Volume 9 / Issue 4** (December 2021)  
Theme = Foot & Ankle





## Advertising Rates

The Journal of Trauma & Orthopaedics is unrivalled in its readership and coverage of key influencers and decision makers.

Position	£
Outside Back Cover	3,375
Inside Front Cover	2,825
Inside Back Cover	2,250
Inside Front Cover DPS	4,200
Full Page	1,690
Half Page	1,020
Quarter Page	620
Product News	330
Product News	280

(as part of an advertising package)

## Digital App Advertising

(All adverts will display for 12-months and will link through to your own website)

- Footer Banner (rotation of 10 adverts) **£950 each**

Your logo, a tag line and contact details. The artwork supplied as a .png RGB file in the following pixel dimension: Landscape - 1378 (w) x 300 (h) pixels

- Upload your catalogue/brochure to the T&O App (maximum of 8 documents featured on the App home screen)

1-16 pages	<b>£1,500</b>
17-80 pages	<b>£1,950</b>
65-160 pages	<b>£2,495</b>
Over 161 pages	<b>£2,850</b>

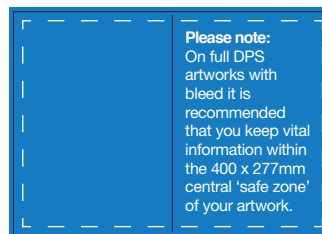
- Web Hyperlink  
Link your print advert in the journal to your company website by embedding a hyperlink to your advert.

Single hyperlink **£25**

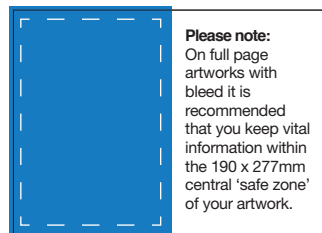
## Artwork Dimensions

(All measurements stated are 'width' x 'height' & measured in millimetres)

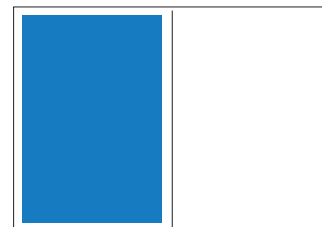
**Double-page Spread (inc 5mm bleed):**  
420 x 297mm (bleed size 430 x 307mm)



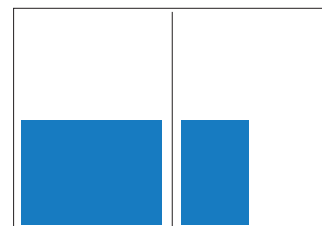
**Full Page (inc 5mm bleed):**  
210 x 297mm (bleed size 220 x 307mm)



**Full Page (island):**  
190 x 277mm



**Half Page (landscape):** 190 x 130mm  
**Quarter Page (portrait):** 92.5 x 130mm



## Artwork Submission

If you are supplying full digital artwork please follow the below guidelines carefully.

Deviating from these specifications will result in us not being able to use your artwork and / or you incurring extra costs for artwork amends:

- Acceptable file types are: print ready PDF (preferred format), JPEG, EPS or TIFF.
- File resolution should be 300dpi and all fonts & high resolution images must be embedded within the file.
- Please ensure that your artwork is constructed to the correct dimensions, including crop-marks and bleed if required.
- Please ensure that your copy has been fully proof-read before supplying as our design studio will not amend finished artwork unless requested to by yourself, the client.

Please do NOT supply your advert as a Microsoft PowerPoint, Publisher, Word, Excel or Corel draw file as we will NOT be able to use it.

Artwork to be supplied via email to: [mark.lamsdale@ob-mc.co.uk](mailto:mark.lamsdale@ob-mc.co.uk)

- If the file size is over 10MB, please send by WeTransfer to the above email address.

Open Box can take no responsibility for adverts that have been incorrectly supplied – the file content and construction is the responsibility of the sender.

## Artwork Creation

If you are in need of artwork creating for you advert or any other design project our designers can help you.

Please get in touch with Open Box Creative for a quote today.

Discuss your requirements with our team. Tel: +44 (0)121 200 7820 e. [mark.lamsdale@ob-mc.co.uk](mailto:mark.lamsdale@ob-mc.co.uk)

## Contact Information

For all advertising, sponsorship, or general enquiries please contact:

### Rupinder

● Media Manager  
t. +44 (0)121 200 7820  
e. [rupinder@ob-mc.co.uk](mailto:rupinder@ob-mc.co.uk)

## Open Box Testimonial

"As the Editor of JTO it has been great to have Open Box as our publishers. We have found them flexible, open in innovation and active in their support of the BOA. With their expertise we have been able to reach out to our membership and beyond while maintaining good levels of advertising revenue. The staff at Open Box has built a successful relationship with the BOA's JTO Team. We would like to encourage Industry to advertise in our journal, which we feel is unlike any other orthopaedic journal in circulation."