

the LSJM

the London Student Journal of Medicine

Advertising Opportunities

An abstract graphic consisting of several thick, white and light blue lines that flow and curve across the lower half of the page. The lines are layered, creating a sense of depth and movement. The background is a solid, vibrant blue.

The London Student Journal of Medicine (LSJM)

The London Student Journal Medicine (LSJM) is a student initiative started by students from Kings College London, University College London and St Georges University of London with the oversight of Professors and doctors at these institutions. It is a quarterly student journal that publishes substantiated peer-reviewed research in all fields of clinical science and global health, considering issues relevant to undergraduate medical education and interdisciplinary interest.

The journal will become a platform for formal discussion of insightful research and include the practical interpretation of topical and upcoming news written from the perspective of the healthcare student/practitioner.

The journal will be freely available as an electronic journal with printed copies open to subscription.

Our Name?

The name "London Student Journal of Medicine" was chosen to unite healthcare training in London.

The LSJM was founded in **London** and its publishing team comprises of students from the five London medical schools. The journal will however host articles and be opened to readers globally.

The LSJM provides an umbrella under which **Students** can educate each other and extend their knowledge to newly qualified professionals and the general public. Thus provide an opportunity for students to contribute to the evolving course of medical education

The **Journal** will also encourage students to formally address issues pertaining to healthcare provision.

Health promotion and disease management form the principle focus of **medicine** as a discipline. Medicine as an art can thus only succeed through interdisciplinary healthcare collaboration. The LSJM highlights the importance of interdisciplinary collaboration by uniting students from the different allied professions in the production of its articles.

The Difference

Reference to the Student British Medical Journal (sBMJ) and the Student Lancet.

We recognise the significant contribution these journals have made to and acknowledge the influential position they hold in medical education. The LSJM hopes to extend the quality of existing student publications by providing a competitive drive whilst increasing student awareness and participation in medical research and journalism.

The LSJM's emphasis on "the Student" could not be better expressed by any other student journal for the following reasons:

The LSJM was devised by current health care students, and stands independent of a "parent" journal. Publications will therefore be truly reflective of student insight into various topics.

Our publishing team is organized so as to compliment the academic course of most students. By not having any sabbatical roles, student participation is expanded. This also ensures that students develop the skill of effectively managing their time. All articles published by LSJM will have students as the (or one of the) primary authors.

We strongly believe that the forum of healthcare provision must be interdisciplinary from the onset of education as is the accepted ethos of holistic patient care. The fabric of LSJM is therefore comprised of students from *all* healthcare disciplines, including but certainly not limited to physiotherapy; nursing; radiography; biomedical and medical students.

The Impact...

for Students and Professionals

The LSJM will be freely available online, contributing to medical education under the following banners: Medicine, Surgery, Psychiatry, Global and Community Health, Careers and Health Law and Ethics. These topics in adhering to the journal's aims will provide students with a learning tool pertinent to their curricula and to their foundation years as doctors and allied health professionals.

LSJM will provide readers with an accessible knowledge base of sound scientific and clinically relevant articles authored by students and reviewed by professionals - one that ensures scientific advances are rapidly disseminated and tailored to the understanding of the average healthcare student.

The initiative will provide students with the skills base requisite to reviewing and editing articles whilst offering a better (and less pejorative) understanding of the practices in medical journalism as future health care professionals. In encouraging inclusive education at medical school, LSJM will ensure that students assume more responsibility for their learning with implications for clinical governance and continued medical education - pivotal to future practice and research.

The LSJM thus presents a great opportunity for students to front the course of medical education, founded on their shared experiences today.

LSJM Student Readership Profile *



* Based on a pilot survey. E-mails were sent to students in the medical schools of Imperial; Barts and the London; St George's; Guys, Kings and St Thomas; and University College London. Students were asked to register their interest in reading the LSJM via e-mail. Over 900 students in London alone have expressed interest thus far.

For Your Organisation

- All web pages of the London Student Journal of Medicine website (www.thelsjm.com/ www.thelsjm.co.uk/ www.thelsjm.org) are free to access on the internet.
- This automatically presents a regular audience of thousands of students in the United Kingdom and beyond.
- Being an educational tool, the LSJM will also attract professionals at all stages of their career as teaching is prerequisite to advancement in health provision. The journal also benefits from the expertise of healthcare professionals all of whom would be exposed to our website and any advertisement hosted.
- Printed copies of the LSJM will be available via paid subscription, guaranteeing the physical presence of your company in medical schools, hospitals and research institutes. *the London Student Journal of Medicine*
- The Journal is designed to provide maximum exposure for your products and services. Various packages have been designed to ensure that your services are optimally exposed and message conveyed

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Homepage leaderboard

- Advertising on **the LSJM** Homepage ensures that every person accessing the LSJM website is aware what your company has to offer. This premium location offers maximum exposure.
- It is designed in a way that features one of five different adverts each time the LSJM is accessed. This means that your company may choose how often its advert appears on the leaderboard.
- Dimensions – TBC

Access Frequency	Price per quarter	Price per Year	% Discount
1 of every 5 accessed	£300	£1100	8%
2 of every 5 accessed	£325	£1170	10%
3 of every 5 accessed	£350	£1230	12%
4 of every 5 accessed	£375	£1290	14%
5 of every 5 accessed	£400	£1340	16%

The LSJM.

Banner

Banner . The banner is featured on the side panel of the website. It is designed in a way that features one of five different adverts each time the LSJM is accessed. This means that your company may choose how often its advert appears on the banner space.
Dimensions – TBC

To feature in :

Access Frequency	Price per quarter	Price per Year	% Discount
1 of every 5 accessed	£125	£475	5%
2 of every 5 accessed	£150	£555	7.5%
3 of every 5 accessed	£175	£630	10%
4 of every 5 accessed	£200	£700	12.5%
5 of every accessed	£225	£765	15%

Prices per quarter relate to the following dates:

First Quarter: January 2010 – March 2010*

Second Quarter: March 2009 – June 2009

Third Quarter: July 2009 – September 2009

Fourth Quarter: October 2009 – December 2009

*the first edition of the LSJM was launched in June 2009. This will therefore be in the "second quarter"

The LSJM.

Skyscraper

The LSJM

skyscraper provides your company with a long vertical side-panel for advertising. This is ideal for providing more detailed information about your services to a captive audience. It is designed in a way that features one of five different adverts each time the LSJM is accessed.

Dimensions –
TBC

Access Frequency	Price per quarter	Price per Year	% Discount
1 of every 5 accessed	£200	£800	0%
2 of every 5 accessed	£225	£855	5%
3 of every 5 accessed	£250	£900	10%
4 of every 5 accessed	£275	£975	12%
5 of every accessed	£300	£1020	15%

The London Student Journal of Medicine and the LSJM Publishing Group reserve the right to accept or refuse companies. This will be based on the Journal's constitution and will be at the discretion of the board of trustees.

The London Student Journal of Medicine

Printed Subscriptions

- Printed copies of the LSJM will have similar content to that of the website. These will be available via paid subscription. Copies of LSJM will be available in libraries, departments and staff rooms as well as for individuals.
- The advertising on printed copies ensures the physical presence of your organization in hospitals, research institutes, libraries and student campuses across the country, reaching thousands on a daily basis. Prices are as follows per A4 page:

Full Page

- Front or Back Cover Insert: £400 per issue
- Other pages: £200 per issue

Half Page

- Front or Back Cover Insert: £250 per issue
- Other pages: £150 per issue

Quarter Page

- Not available on Front of Back Cover Insert
- Other Pages: £100

One-eighth Page

- Not available on Front of Back Cover Insert
- Other Pages: £80

The London Student Journal of Medicine

Promotion and Events

Launch

The Launch of the first edition of LSJM will be held at the end of the year (2009). Hundreds of guests will be invited including the presidents of the Student Unions of the Medical Schools involved, Deans, Clinicians and most importantly students. This evening affair will be covered by student papers as well.

Your Companies logo can be a key feature of the LSJM launch in two key ways:

Logos on LSJM Banners £200

Subject to negotiation if you are willing to have other company logos featured.

Logos on LSJM student team t-shirts £500

To be worn on the night of (and following weeks on campus) the Launch by fifty student hosts so that guests know who to approach for questions and more.

Campus Posters

Posters will be circulated in all the London Medical Schools and nationwide, calling for student articles, and members for the Journal's editorial and administrative team. We would like to feature your company's logo as well.

Price: £50 per University

Advertising Educational Events, Grants & Bursaries

The London Student Journal of Medicine is primarily for healthcare student support. Our ethos is therefore to promote academic services that will enable students to excel in their chosen field. We therefore offer a further **20%*** discount to advertisements related to student grants, prizes, conferences and bursaries.

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* Applies to online and print editions of the LSJM. Subject to advertiser's status as academic organisation or institution, and content of promotion as assessed by marketing and finance committee. Offer does not include revision courses. The LSJM may revoke or change this offer at any time.

Payment Method

Payment to the LSJM may be in the form of

- Benevolent donations to support students in medical education & medical journalism
- Sponsorship of events
- Advertising online or in printed copies

Payments can be made:

- **By Cheque to:** 'The London Student Journal of Medicine' or 'LSJM'
- **By Bank Transfer to:** 'The London Student Journal of Medicine' or 'LSJM'

Bank: HSBC

Acc#: 32009129

Branch Sort Code: 40-07-04

Contact Us

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