Raise your brand profile or promote a new product or service in *Learned Publishing*, the journal of the Association of Learned & Professional Society Publishers. Reach key influencers and decision makers in the scholarly publishing community with advertising or an insert.

**Why advertise with us?**

- 330 organizations in 40 countries
- Typical job role level of Director or Head of Department
- Special issues allow you to tailor campaigns
- Forthcoming special issue on Discoverability in January 2017
- ALPSP Conference 10th Anniversary issue in October 2017
- Target non-profit publishers including societies, associations and university presses

We use the marketing opportunities provided by ALPSP because they reach out to our core market, for both existing customers and prospective clients. It enables us to convey important service related information to customers as well as having a voice in many of the topical industry debates and discussions.

*Neil A Castle, Commercial Director, Turpin Distribution Services.*
Audience profile and rates

Learned Publishing is delivered to all ALPSP members, often in multiple copies. It is also distributed to universities, libraries and other organizations connected with academic and professional publishing.

Readers include senior managers, editors, production, marketing and distribution specialists, as well as librarians, students, lecturers and researchers.

### 2017 Rates

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<td>Four consecutive issues</td>
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Print display advertising options

**Frequency:** Print publication four times a year  
**Format:** American A4 - 210 x 276 mm

**Artwork specification and terms**

Advertisements to be supplied as print ready PDF files (600dpi) with bleed and tick marks incorporated.

Artwork supplied will not normally be re-proofed to the advertiser. Additional setting of artwork will be charged at cost plus VAT. Payment terms: 30 days

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**Why choose BMJ?**

- **Experience and diversity**
- **Excellence and quality**
- **Ingenious and diversity**
- **Brace and discipline**
- **Exemplary and diversity**
- **Brace and discipline**

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**To advertise in Learned Publishing contact:**

Learned Publishing Administrator, Diane French: diane.french@alpsp.org  
www.alpsp.org/Advertise