

British Journal of Diabetes (BJD) – <http://www.bjd-abcd.com/index.php/bjd/index>

The [British Journal of Diabetes](#) is the official journal of the [Association of British Clinical Diabetologists](#), a professional organisation established in 1998 with the principal objective of ensuring high quality care for all UK diabetes patients.

The journal is published twice yearly in June and December, with a current circulation of approximately 850, the journal is sent to all members of ABCD along with other diabetologists, endocrinologists, general practitioners and other specialists with an interest in diabetes who can easily subscribe to the journal via the ABCD website.

BJD accepts advertising for products and services that are of interest to users in their professional lives. Advertisements and sponsorship must be legal, decent and truthful and comply with the relevant laws, regulations and industry codes for the geographic area in which they appear.

Advertising guidelines

- BJD users should immediately be able to distinguish between advertising and editorial content. Advertisement features need to conform to BJD specifications.
- Advertisements for products making therapeutic claims but without marketing authorisation or CE marking (or local equivalent), should be submitted with all claims substantiated in full length research papers published in peer reviewed journals.
- Sponsored content should be clearly identifiable. The nature of any commercial relationship must be transparent to our users.
- Advertising and sponsorship should be delivered in context. Surreptitious or subliminal advertising is not allowed.
- BJD does not allow advertising or sponsorship to influence editorial decisions.
- Online advertising or sponsorship should not impede users' access to editorial content.
- We accept advertising and sponsorship from competitors.
- Advertising and sponsorship are subject to editorial oversight. The BJD Editor reserves the right to accept and reject advertising and sponsorship proposals. If a proposal is refused for reasons outside these guidelines, the editor-in-chief will provide an explanation.
- In-text linking within an article to an advertisement is not permitted.
- Advertisements may coincidentally be related to the subject of an article, but such juxtaposition is random and cannot be requested.
Reader behaviour metrics are NOT captured for digital advertising other than capturing total page views and page impressions.

Terms and Conditions of advertising

- Advertising orders are subject to written confirmation and will only be accepted on condition that the advertiser warrants that the advertisements supplied do not contravene the Trade Description Act 1968, the Race Relations Act 1968 or the ABPI Code of Practice Guidelines.
- Accounts are strictly net and are subject to satisfactory reference.

- All invoices must be settled within 30 days of receipt.
- All copy is subject to the approval of the publishers. The publishers reserve the right to reject any advertisement not of direct interest to the readership or not in keeping with the scientific and ethical standards of the publication.
- Cancellations must be received in writing no later than six weeks before publication date. Advertisers failing to comply with these requirements will be liable for payment of the full space booked.
- If the advertiser cancels part of the series booking, all unearned discounts will be surcharged.
- If the copy instructions have not been received by the stated deadline, existing material may be repeated and the advertisers will be liable for payment of the full space booked.
- Advertiser's material is held at the owner's risk and should be insured by them against fire, loss or damage. Material will be held for twelve months and then destroyed unless return is requested.
- The publishers will not be liable for any loss occasioned by the failure of any advertisement to appear, nor do they accept liability for printer's errors, although every care is taken to avoid mistakes.
- All freight and import charges incurred in sending material for publication and all costs incurred because of failure to comply with mechanical specifications will be charged to the advertiser.
- The advertiser will indemnify and protect the publishers from any claims or actions against them arising from unauthorised, inaccurate or libellous statements appearing in advertising material.

If you would like to place an advert in the journal, please contact Jen at info@abcd.care