



Advertising with Bioethicstoday.org and Bioethics Today

GENERAL INFORMATION

OUR WEBSITE – BIOETHICS.NET

- 46,232 page views per month
- 20,938 unique visitors per month
- Twitter followers: 11,900
- YouTube subscribers: 237
- ScholarOne subscribers to receive TA announcements (OPC calls): 9,178
- Demographics: anyone interested in biomedical ethics including but not limited to healthcare professionals, medical-, legal- & social- researchers, and students
- Updated daily with news, jobs, events, and the latest publications by Taylor & Francis
- Hundreds of links to other bioethics and science sites

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page views
per month**

OUR NEWSLETTER – AMERICAN JOURNAL OF BIOETHICS NEWS AND UPDATES

- 8,336 subscribers and growing
- Features website and blog content and promotes sponsors
- Features content from recent Taylor & Francis publications, original blog posts by the nation's leading bioethicists, current bioethics-related news, upcoming events and new job postings

CONTACT INFORMATION

Advertising Sales Representative

Jeff Leonard

Advertising Account Executive

Bioethics.net

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“Advertising on bioethics.net is the best investment we’ve made. Advertising there allows us to efficiently and effectively reach our target market.”

– Mark G. Kuczewski, PhD, Director, Neiswanger Institute for Bioethics and Health Policy, Loyola University Chicago

“To get up to speed, check out bioethics.net.” – Science

Rates and Data 2022

ROUTLEDGE



Routledge
Taylor & Francis Group

Advertising with Bioethics.net and Bioethics Today

PACKAGE OPTIONS AND RATES

We have multiple packages available comprised of the various services we have to offer and the duration of the advertising campaign.

Data report containing detailed statistics about impressions and click-through rates, available upon request.

2022 Package	Width x Height	1x	3x	6x	12x
Leaderboard Banner Ad <ul style="list-style-type: none"> • Runs on all bioethics.net pages 	728 x 90 pixels	\$1,810	\$4,225	\$6,040	\$9,055
MPU Banner Ad <ul style="list-style-type: none"> • Runs on all bioethics.net pages 	300 x 250 pixels	\$1,675	\$3,950	\$5,645	\$8,465
Internet Square Ad – Side Column <ul style="list-style-type: none"> • Exclusive placement • Runs on Bioethics.net's blog 	250 x 250 pixels	\$1,575	\$3,675	\$5,250	\$7,875
Newsletter Banner Ad <ul style="list-style-type: none"> • Published weekly or bi-weekly • Exclusive placement 	620 x 70 pixels	\$1,260	\$2,940	\$4,200	\$6,300
Newsletter Ad – Middle <ul style="list-style-type: none"> • Published weekly or bi-weekly • Exclusive placement 	250 x 250 pixels	\$1,025	\$2,390	\$3,415	\$5,120
Newsletter Ad – Side Column <ul style="list-style-type: none"> • Issues published weekly or bi-weekly • Exclusive placement 	152 x 192 pixels	\$790	\$1,840	\$2,625	\$3,940
Newsletter Text Advertisement <ul style="list-style-type: none"> • Middle or side column • Cite your business as a newsletter sponsor 	500 words or less	\$550	\$1,290	\$1,838	\$2,760