

10,306

Total Subscribers

363,110

Orthopaedics Specialty Average Monthly Visits

Format

Print and Online

Specialty

Orthopaedics; Surgery (Specialty); Sports Medicine

The Journal of Bone & Joint Surgery

Website URL: https://www.ovid.com/jnls/jbjsjournal

Content Focus: *The Journal of Bone & Joint Surgery (JBJS)* has been the most valued source of information for orthopaedic surgeons and researchers for over 125 years and is the gold standard in peer-reviewed scientific information in the field. A core journal and essential reading for general as well as specialist orthopaedic surgeons worldwide, *JBJS* publishes evidence-based research to enhance the quality of care for orthopaedic patients.

JBJS ranks #3 in total readers, average issue readers, and average page exposures

(Source: Orthopedic Surgery Tables 402 & 403, Medical/Surgical Media Measurement 2026, M3 MI)

Editor-in-Chief: Mohit (Mo) Bhandari, MD, PhD, FRCSC

Frequency: 24 issues/year

Impact Factor: 4.7

Impact Factor Ranking: 16/147 in Orthopedics category; 26/321 in Surgery category

Special Issues: Special Hip and Knee Issue of *JBJS* will be available to attendees at the 2027 AAHKS Annual Meeting, November 4-7 in Grapevine, TX.

JBJS Reviews

Website URL: https://www.ovid.com/jnls/jbjsreviews

Content Focus: *JBJS Reviews* continuously publishes thorough and critical online reviews of all other clinical and scientific research and topics of interest and importance to orthopaedic surgeons. *JBJS Reviews* only features authors who are practicing surgeons and/or faculty members recognized as

experts in their field. JBJS Reviews' editors meticulously edit and publish research reviews achieving highest levels of quality, accuracy and clarity.

Editor: Sanjeev Sabharwal, MD, MPH

Frequency: Monthly, continuous publication

Impact Factor: 2.8

Impact Factor Ranking: 37/147 in Orthopedics category; 67/321 in Surgery category

JBJS Essential Surgical Techniques

Website URL: https://www.ovid.com/jnls/jbjsest

Content Focus: Seeing is vital to learning and perfecting surgical techniques. Leveraging digital media's visual and interactive capabilities, each procedure in *JBJS Essential Surgical Techniques* is described in step-by-step presentations and illustrated extensively with images to encourage greater understanding of the procedure and concepts. Video excerpts are frequent features. Indications, contraindications, pitfalls and challenges are clearly highlighted.

Editor: Edward Y. Cheng, MD

Frequency: Quarterly, continuous publication

Impact Factor: 2.4

Impact Factor Ranking: 53/147 in Orthopedics category; 95/321 in Surgery category

JBJS Case Connector

Website URL: https://www.ovid.com/jnls/jbjscc

Content Focus: Cross-referenced for rapid search and connectivity, *JBJS Case Connector* is composed of more than 3,000 orthopaedic case reports. It compiles symptoms, conditions and demographic details to empower surgeons to find cases similar to theirs and to mine the database to reveal emerging trends and identify patterns, distinguishing between truly rare cases and repeated, related single instances of larger problems.

Co-Editors: Thomas W. Bauer, MD, PhD, and Ronald W. Lindsey, MD

Frequency: Quarterly, continuous publication

JBJS Open Access

Website URL: https://www.ovid.com/jnls/jbjsoa

Content Focus: An international, peer-reviewed, online-only journal that publishes basic-science and clinical studies that have the potential to impact orthopaedic care worldwide. *JBJS Open Access* expands the capacity of *JBJS* to meet the evolving needs of the orthopaedic community by disseminating knowledge on an open-access platform that is free of charge for all readers.

Co-Editors: Eng Hin Lee, MD, FRCSC, and Robin R. Richards, MD, FRCSC

Frequency: Quarterly, continuous publication

Impact Factor: 4.9

Impact Factor Ranking: 11/147 in Orthopedics category; 20/321 in Surgery category

JBJS Journal of Orthopaedics for Physician Assistants

Website URL: https://www.ovid.com/jnls/jbjsjopa

Content Focus: An academic resource that delivers ongoing orthopaedic education for physician assistants (PAs) and nurse practitioners (NPs) by providing them with a unique forum to share their knowledge and experiences. *JOPA* publishes clinically relevant content across all orthopaedic subspecialties to advance the knowledge of orthopaedic PAs and NPs.

Editor: Dagan Cloutier, PA-C

Frequency: Quarterly, continuous publication

JBJS Jobs Orthopaedic Career Center

Posting a job on the JBJS Orthopaedic Career Center lets you actively engage specialists via our career hub. JBJS Orthopaedic Career Center offers recruiters a range of opportunities to get job openings in front of the right candidates at the right time. Visit JBJS Orthopaedic Career Center.

Advertising Guidelines

Subject to approval by the Editor. JBJS Advertising Policies apply. New copy must be received by the Publisher two weeks before closing date.

Distribution

Additional Audience Data

	US	ROW	TOTAL
Total Subscribers	10,171	135	10,306
Print Circulation	7,250	78	7,328
Online-Only Circulation	2,921	57	2,978

Digital Audience Engagement

	US	ROW	TOTAL
Orthopaedics Specialty Average Monthly Visits	156,860	206,250	363,110
Orthopaedics Specialty Average Monthly Page Views	287,428	377,101	664,529

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure.

JBJS Spotlight Enewsletter

You pick the topic, we find the article content. eNewsletters capitalize on quality content and offer an efficient way to market your product as a sponsor of the qualified opt-in audience of orthopaedic specialists.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

OrthoJoe Podcast

A podcast from JBJS and OrthoEvidence, featuring Mohit Bhandari, MD and Marc Swiontkowski, MD. Keep current with orthopaedic science and research as Mo, Marc, and special guests delve into trending topics. Your 15 second audio ad will be read by the podcast host at the beginning of the episode.

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

Case Explorer

Engage HCPs with interactive clinical simulations mirroring real-world decision-making. Designed by medical experts, this tool transforms content into evidence-based, scenario-driven experiences tailored to a therapeutic area. It boosts clinical confidence, deepens engagement, and delivers measurable ROI with seamless integration.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)	1/4 Page Color	1/4 Page B/W (PI)
1x	$8,160	$4,975	$6,055	$2,870	$4,635	$1,450
3x	$8,065	$4,880	$6,000	$2,815	$4,610	$1,425
6x	$7,920	$4,735	$5,920	$2,735	$4,565	$1,380
9x	$7,780	$4,595	$5,840	$2,655	$4,525	$1,340
12x	$7,655	$4,470	$5,760	$2,575	$4,490	$1,305
18x	$7,520	$4,335	$5,690	$2,505	$4,455	$1,270
24x	$7,390	$4,205	$5,615	$2,430	$4,415	$1,230
36x	$7,270	$4,085	$5,545	$2,360	$4,380	$1,195
48x	$7,150	$3,965	$5,475	$2,290	$4,350	$1,165
60x	$7,030	$3,845	$5,410	$2,225	$4,320	$1,135

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 50% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-Page: 2.5 times earned B/W (PI) page rate

4-Page: 4.5 times earned B/W (PI) page rate

8-page: 8.5 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Print & Online - Two Packages Available

Ad runs in print and online targeted to subspecialty content throughout the JBJS network of websites. Package pricing starts at the below rates. Contact Sales Representative for more information.

Full Page	1/2 Page	1/4 Page
$4,100	$2,375	$1,330

Additional Packages and Recruitment Tools Available

Contact Sales Representative for more information.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January 7th	12/2/2025	12/5/2025	12/11/2025	12/11/2025	12/30/2025
January 21st	12/16/2025	12/19/2025	12/26/2025	12/26/2025	1/14/2026
February 4th	12/31/2025	1/6/2026	1/12/2026	1/12/2026	1/29/2026
February 18th	1/14/2026	1/20/2026	1/26/2026	1/26/2026	2/11/2026
March 4th	1/29/2026	2/3/2026	2/9/2026	2/9/2026	2/26/2026
March 18th	2/12/2026	2/18/2026	2/24/2026	2/24/2026	3/12/2026
April 1st	2/26/2026	3/3/2026	3/9/2026	3/9/2026	3/26/2026
April 15th	3/12/2026	3/17/2026	3/24/2026	3/24/2026	4/9/2026
May 6th	4/2/2026	4/7/2026	4/13/2026	4/13/2026	4/30/2026
May 20th	4/16/2026	4/22/2026	4/28/2026	4/28/2026	5/14/2026
June 3rd	4/30/2026	5/5/2026	5/11/2026	5/11/2026	5/28/2026
June 17th	5/14/2026	5/19/2026	5/26/2026	5/26/2026	6/11/2026
July 1st	5/28/2026	6/2/2026	6/8/2026	6/8/2026	6/25/2026
July 15th	6/10/2026	6/15/2026	6/22/2026	6/22/2026	7/9/2026
August 5th	7/2/2026	7/8/2026	7/14/2026	7/14/2026	7/30/2026
August 19th	7/17/2026	7/22/2026	7/28/2026	7/28/2026	8/13/2026
September 2nd	7/31/2026	8/5/2026	8/11/2026	8/11/2026	8/27/2026
September 16th	8/13/2026	8/18/2026	8/24/2026	8/24/2026	9/10/2026
October 7th	9/3/2026	9/9/2026	9/15/2026	9/15/2026	10/1/2026
October 21st	9/17/2026	9/22/2026	9/28/2026	9/28/2026	10/15/2026
November 4th	10/1/2026	10/6/2026	10/13/2026	10/13/2026	10/29/2026
November 18th	10/15/2026	10/20/2026	10/26/2026	10/26/2026	11/12/2026
December 2nd	10/27/2026	10/30/2026	11/5/2026	11/5/2026	11/24/2026
December 16th	11/10/2026	11/16/2026	11/20/2026	11/20/2026	12/10/2026

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 5/16" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	16 5/8"	x	10 7/8"	16 7/8"	x	11 1/8"
Full page:	8 5/16"	x	10 7/8"	8 9/16"	x	11 1/8"
1/2 page horizontal:	7 1/8"	x	4 1/2"	8 5/16"	x	4 1/2"
1/2 page vertical:	3 7/16"	x	9 1/4"	4 5/32"	x	11 1/8"
1/4 page:	3 7/16"	x	4 1/2"		x	

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/8"	x	9 1/4"
1/2 page horizontal:	7 1/8"	x	4 1/2"
1/2 page vertical:	3 7/16"	x	9 1/4"
1/4 page:	3 7/16"	x	4 1/2"

Download Career & Events Section guidelines

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: All inserts subject to approval by Editor. Sample must be sent to Sales Representative for approval. Allow three weeks for approval.

Specs and Quantity: Contact the Production Associate.

BRCs: Minimum Size: 5" x 4 1/2"; Maximum Size: 6" x 4 1/4". Stock Weight: .007-inch thick

Packing Instructions: Carton packing preferred with quantity, publication and issue clearly indicated.

Shipping Address: Contact Sales Representative.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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