The European Journal of Heart Failure is the International Journal of the European Society of Cardiology dedicated to the advancement of knowledge in the field of heart failure.

Useful Information

Print Circulation: 2,350
Geographic Breakdown: UK 6% - Rest of Europe 78% - North America 5% - Rest of the world 11%

- Average Monthly Page Views: 81,970
- Average Monthly Unique IPs: 24,980
- Average Available Ad Impressions: 145,130*
  *Combined monthly leaderboard and skyscraper positions
- No. Of eTOC Subscribers: 1,593
- Impact Factor: 4.896
- Ranking: 20/117

Frequency: 12
Peer Reviewed: Yes
Editor-In-Chief: Prof. Dr. Dirk J. van Veldhuisen
Society Affiliation: The European Society of Cardiology

Target Audience: Practicing cardiologists with an interest in heart failure.
### 2013 Schedule

<table>
<thead>
<tr>
<th>Volume</th>
<th>Cover Month</th>
<th>Ad artwork due</th>
<th>Mailout Date</th>
<th>Bonus Conference Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/1</td>
<td>January</td>
<td>28 November 2012</td>
<td>07 January 2013</td>
<td>American College of Cardiology 9 - 11 March San Francisco</td>
</tr>
<tr>
<td>15/2</td>
<td>February</td>
<td>03 January 2013</td>
<td>07 February 2013</td>
<td></td>
</tr>
<tr>
<td>15/3</td>
<td>March</td>
<td>31 January 2013</td>
<td>11 March 2013</td>
<td>Heart Rhythm Society 8 - 11 May Denver</td>
</tr>
<tr>
<td>15/4</td>
<td>April</td>
<td>06 March 2013</td>
<td>12 April 2013</td>
<td>Heart Failure 25 - 28 May Lisbon</td>
</tr>
<tr>
<td>15/5</td>
<td>May</td>
<td>03 April 2013</td>
<td>10 May 2013</td>
<td>American Society of Echocardiography 29 June - 2 July Minneapolis</td>
</tr>
<tr>
<td>15/6</td>
<td>June</td>
<td>02 May 2013</td>
<td>07 June 2013</td>
<td></td>
</tr>
<tr>
<td>15/7</td>
<td>July</td>
<td>06 June 2013</td>
<td>11 July 2013</td>
<td></td>
</tr>
<tr>
<td>15/8</td>
<td>August</td>
<td>04 July 2013</td>
<td>07 August 2013</td>
<td>ESC Congress 1 - 4 September Amsterdam</td>
</tr>
<tr>
<td>15/9</td>
<td>September</td>
<td>31 July 2013</td>
<td>10 September 2013</td>
<td>Heart Failure Society of America 22 - 25 September Orlando</td>
</tr>
<tr>
<td>15/10</td>
<td>October</td>
<td>06 September 2013</td>
<td>10 October 2013</td>
<td>American Heart Association 16 - 19 November Dallas</td>
</tr>
<tr>
<td>15/11</td>
<td>November</td>
<td>03 October 2013</td>
<td>11 November 2013</td>
<td>EuroEcho 2013 11 - 14 December Istanbul</td>
</tr>
<tr>
<td>15/12</td>
<td>December</td>
<td>06 November 2013</td>
<td>10 December 2013</td>
<td></td>
</tr>
</tbody>
</table>

### Print Advertising Options & Rates

<table>
<thead>
<tr>
<th>Colour</th>
<th>1 insertion</th>
<th>3 insertions</th>
<th>6 insertions</th>
<th>12 insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£ 1418</td>
<td>£ 2127</td>
<td>€ 2754</td>
<td>$ 685</td>
</tr>
<tr>
<td></td>
<td>€ 2127</td>
<td>€ 2754</td>
<td>€ 3747</td>
<td>$ 2219</td>
</tr>
<tr>
<td></td>
<td>$ 2754</td>
<td>$ 3747</td>
<td>$ 652</td>
<td>$ 1321</td>
</tr>
<tr>
<td>½ Page</td>
<td>£ 1143</td>
<td>£ 1714</td>
<td>€ 2219</td>
<td>$ 685</td>
</tr>
<tr>
<td></td>
<td>€ 1714</td>
<td>€ 2219</td>
<td>€ 3747</td>
<td>$ 685</td>
</tr>
<tr>
<td></td>
<td>$ 2219</td>
<td>$ 3747</td>
<td>$ 652</td>
<td>$ 1321</td>
</tr>
<tr>
<td>¼ Page</td>
<td>£ 1028</td>
<td>£ 685</td>
<td>€ 1028</td>
<td>$ 1028</td>
</tr>
<tr>
<td></td>
<td>€ 1028</td>
<td>€ 685</td>
<td>€ 1543</td>
<td>$ 1543</td>
</tr>
<tr>
<td></td>
<td>$ 1028</td>
<td>$ 685</td>
<td>$ 1997</td>
<td>$ 1997</td>
</tr>
</tbody>
</table>

### Special Position Premiums

- **Outside Back Cover - 40% extra**
- **Inside Front Cover - 25% extra**
- **Inside Back Cover - 10% extra**
- **Facing Leading Article 10% extra**
- **Facing Contents 10% extra**

Contact us for more information:

t: +44 (0) 1865 355 190
e: jnlsadvertising@oup.com
www.oxfordjournals.org/corporate
Introduction

Functional mitral regurgitation (FMR) contributes to morbidity and mortality in heart failure (HF) patients. The aim of this study was to demonstrate the effectiveness of a percutaneous mitral annuloplasty device (TITAN Annuloplasty System) in improving symptoms and function in patients with inoperable HF with severe FMR.

Methods

A total of 40 patients with severe FMR were enrolled in a single-center, randomized, controlled trial. The study was conducted at the Poznan University Heart Institute, Poznan, Poland. The primary endpoint was the change in the regurgitant jet area (RJA) at 12 months.

Results

The implanted cohort demonstrated significant reductions in FMR as represented by regurgitant volume [baseline 208.5 + 151.8 mL, post-intervention 114.6 + 74.7 mL, P < 0.001]. The 6 min walk distance (6MWD) markedly improved for the implanted patients by 102.5 + 57.1 mL to 120.7 + 55.4 mL at 24 months (P < 0.001).

Conclusion

Percutaneous mitral annuloplasty (Carillon Mitral Contour System) was found to be an effective therapy for patients with severe FMR in whom surgery is contraindicated. This intervention permits durable clinical benefit and improvement in quality of life.

Keywords

Heart failure, functional mitral regurgitation, percutaneous intervention

References

Online Advertising Options & Rates
Advertise on eurjhf.oxfordjournals.org

Contact us for more information:
t: +44 (0) 1865 355 190
e: jnlsadvertising@oup.com
www.oxfordjournals.org/corporate

Online rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (pixels)</th>
<th>CPM*</th>
<th>Geo-targeted CPM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>£42/€63/$84</td>
<td>£50/€75/$100</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>£50/€75/$100</td>
<td>£60/€90/$120</td>
</tr>
</tbody>
</table>

*Minimum order 10,000 impressions

Advertise on table of contents alerts
Reach a highly engaged ‘opted in’ audience of over 1,500 people
eTOC

eTOC Rates & Sizes
£325/€488/$650 per 1000 registrants (min. charge £325/€488/$650)
Banner: 468 x 60 pixels Skyscraper: 160x600 pixels

TARGET YOUR AD
By country, region, and or therapy area

MAXIMUM IMPACT
Integrate digital advertising with an ad in the print copy of the journal

TRACK RESPONSE
In-depth online reports available

Your ad here

Your ad here

Your ad here

Your ad here

European Journal of Heart Failure

Your ad here
## Print Specifications

<table>
<thead>
<tr>
<th>Size (depth x width)</th>
<th>Bleed</th>
<th>Trim</th>
<th>Type area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>286mm x 216mm</td>
<td>280mm x 210mm</td>
<td>255mm x 178mm</td>
</tr>
<tr>
<td>Half Page Landscape</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Double Page Spread - Please supply as two separate full page files**

### PDF specifications:

- PDF files should be created using Adobe Acrobat Distiller 4.0 or higher.
- Files should be composite PDFs, not separated.
- All fonts and images should be embedded and subset below 100%.
- All mono and colour ads should have an effective resolution of 300 dpi (minimum). Colour ads should be supplied as CMYK only (eg no RGB, Lab colour, ICC colour based or Pantone Colour).
- Monochrome bitmap images (line-art) should have an effective resolution of 1200 dpi.
- Half-tone dot range should be in the range of 3% to 95%.
- Ads set to the type area should be surrounded by a box, and have no registration marks or catchlines.
- Bleed ads should have crop marks set to the trim size dimensions, and will be trimmed accordingly. Please allow 3mm bleed on all four sides.
- Any vector-based objects with transparency effect must be rasterized to 600 dpi in the source file itself, before creating the PDF.

For more information on technical specifications, please contact us.

---

All advertisements are subject to the approval of the Publisher and/or Editor who reserves the right to reject or cancel any advertisement at any time.