

Bone & Joint



Advertising and sponsorship guidelines

Bone & Joint, the publishing imprint of The British Editorial Society of Bone & Joint Surgery, publishes the following journals and online platforms which accept advertising and sponsorship in accordance with the guidelines below:

- The Bone & Joint Journal
- Bone & Joint Research
- Bone & Joint 360
- Bone & Joint Open
- OrthoSearch
- OrthoMedia

Bone & Joint believes that commercial advertising and high quality, peer-reviewed editorial content can co-exist and benefit readers, subject to observing the following guidelines:

- Advertising and article content are separate. Existing and potential advertisers and sponsors have no advance knowledge of our specific editorial content, other than the information contained in the table of contents;
- Articles are not subject to modification or change of any kind to meet the requirements of advertisers and/or sponsors;
- Bone & Joint will not deliberately place an advertisement for a specific product near to an article which mentions that product. Bone & Joint will agree from time to time to place advertisements near to the relevant section in a journal, subject to space and production constraints;
- Bone & Joint's advertising sales representatives have no prior knowledge of editorial content, other than the information appearing in the table of contents;
- Bone & Joint accepts no liability for any failure to publish an accepted advertisement in a specific print or online issue, but will use its reasonable endeavours to place such advertisements in the next appropriate issue;
- Bone & Joint, together with its journal editors and editorial boards, reserves the right to review, refuse or cancel advertisements or sponsorships at any time, and does not endorse or in any way encourage the use of any products or services which it does agree to advertise;
- Advertisements and sponsorships for all products and services, including any recruitment ads, must be factually correct, and must comply with all relevant laws and regulations in countries where the journal containing them is circulated.

- No advertisements for alcohol, tobacco products, firearms or armaments of any kind will be considered;
- Bone & Joint does not permit the use of its name or logos, nor the names or logos of any of its journals or related orthopaedic associations in any commercial advertising, other than a purely nominative use in journal article references;

Online and email advertising

- Bone & Joint accepts no responsibility for the content, privacy or other policies of external sites which a user may reach after clicking on an advertising banner or other link on a Bone & Joint site;
- Bone & Joint only releases aggregated usage data to advertisers or sponsors, and no individual user details are identifiable within this data;
- Advertisers and sponsors have no influence over the search results returned on any Bone & Joint site;
- Updates to Bone & Joint's online advertising policy will be posted in the advertising sections of our journal and online platform sites.

Cancellation, refunds and terms of business

- Full details of Bone & Joint Publishing's current terms of business are available from:
Emma Vodden Email: e.vodden@boneandjoint.org.uk Tel: + (0)20 7782 0010

January 2023