

# A publishing partnership that liberates you



If you are looking for responsive and innovative publishing services underpinned by a deep understanding of the STM market, giving your publication the individual attention it needs, then the *Affinity* programme is for you.

*Affinity* has been developed by the BMJ Group – one of the world's leading STM publishers. As a wholly owned subsidiary of the BMA we also share the challenges and opportunities when publishing a high quality journal for your membership.

Join us and become part of a network of influential journals and societies, working together through shared values, to benefit healthcare.

## *Affinity* services include:

- Business development
- Peer review and editorial support
- Web 2.0 including podcasts and blogs
- Production and distribution
- Fulfilment and customer service
- Online hosting through HighWire Press
- Sales and marketing
- Media relations

**affinity**  
Discover more

**BMJ** Group

[affinity.bmj.com](http://affinity.bmj.com)

# Our Affinity partners speak for

## Society of NeuroInterventional Surgery



*"The Society of NeuroInterventional Surgery is excited to have BMJ Group as its partner in this new initiative.*

*As our field has grown in numbers and broadened in backgrounds, it has been difficult to identify a single academic home for publications for our specialty where all members, regardless of background, can be sure that new developments will be represented.*

*We welcome the depth of services and experience that BMJ Group brings to the table to give us an immediate footprint in institutional participation through bundling with the Journal of Neurology, Neurosurgery and Psychiatry.*

*This relationship will also give our members a value-added partner with multiple features already in place or in development that go beyond a simple publisher role."*

► [jnls.org](http://jnls.org)

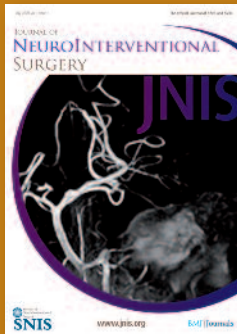
## British Medical Acupuncture Society

*"We chose BMJ Group to publish Acupuncture in Medicine as the Group is a prestigious name to be associated with and has a reputation for ethical, high quality publishing. We are provided with manuscript submission management, copy editing, production, on-line and print publishing, subscription management and promotion."*

► [aim.bmj.com](http://aim.bmj.com)



Journal of  
NeuroInterventional  
Surgery



Acupuncture in  
Medicine

# Partners or themselves



## British Society of Gastroenterology

*"The BMJ Group is one of the world's leading medical publishers. Although it has been around for a long time, the BMJ Group is also at the cutting edge of new production and publishing techniques. The British Society of Gastroenterology publishes a journal (Gut) with the BMJ Group. We are provided with production, publishing, marketing and editorial support. The BMJ Group also manage the administration of the management committee. We have recently agreed to work with the BMJ Group to launch a new journal aimed more squarely at front line clinicians, both nurses and doctors. The BMJ Group is a brand that we feel adds to our own standing by association."*

➤ [gut.bmj.com](http://gut.bmj.com)

## British Veterinary Association

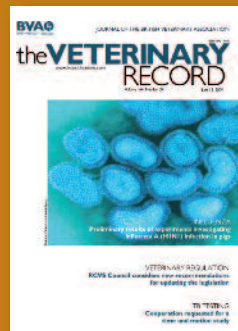
*"The British Veterinary Association is excited about its recent collaboration with the BMJ Group, who seemed a natural choice to publish the Veterinary Record and In Practice. There are great similarities between Veterinary Record and the BMJ, the Group's flagship journal. Both are weekly, both publish to members as a core benefit, both are highly respected and established titles first published in the 1800's. The BMJ Group has a reputation for publishing excellence."*

➤ [veterinaryrecord.bvapublications.com](http://veterinaryrecord.bvapublications.com)

➤ [inpractice.bvapublications.com](http://inpractice.bvapublications.com)



Gut



The Veterinary Record

The Affinity programme is available to established journals and as a platform for launching new publications. We welcome the opportunity to explore possibilities that would be opened up for your journal through combining our efforts and expertise with yours.

If you would like to find out more about how BMJ Group can help you maximise the potential of your journal or a new publication proposal, we would be delighted to talk with you.

**For more information  
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