Why Wiley

Connect through Content
Leverage credible peer-reviewed content to engage professionals and field experts online and on mobile.

Global Reach

- 1,500+ Journals on Wiley Online Library
- 13.4M Monthly unique visitors to Wiley Online Library
- 1.2M Wiley Journal App downloads
- 1.6M E-newsletter subscribers

490 Journal Apps
**Audience – Allergy and Immunology**

**Audience:** Physicians treating allergic and immunological diseases

- **15 Journals**
- **100,182** Average Monthly Unique Visitors (Wiley Online Library)
- **1,386,453** Average Monthly Impressions (Wiley Online Library)
- **10,554** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy</td>
<td>172,880</td>
</tr>
<tr>
<td>European Journal of Immunology</td>
<td>153,826</td>
</tr>
<tr>
<td>Clinical &amp; Experimental Allergy</td>
<td>96,208</td>
</tr>
<tr>
<td>Immunological Reviews</td>
<td>92,811</td>
</tr>
<tr>
<td>Immunology</td>
<td>62,644</td>
</tr>
</tbody>
</table>

**Global Reach**

- **36%** Asia Pacific
- **29%** Europe
- **25%** US & Canada
- **10%** Rest of the World
**Audience – Cardiology**

**Audience:** Cardiologists and general practitioners

- **14** Journals
- **133,287** Average Monthly Unique Visitors (Wiley Online Library)
- **780,685** Average Monthly Impressions (Wiley Online Library)
- **25,395** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catheterization and Cardiovascular Interventions</td>
<td>101,905</td>
</tr>
<tr>
<td>European Journal of Heart Failure</td>
<td>99,194</td>
</tr>
<tr>
<td>Journal of Cardiovascular Electrophysiology</td>
<td>74,862</td>
</tr>
<tr>
<td>Pacing and Clinical Electrophysiology</td>
<td>69,633</td>
</tr>
<tr>
<td>The Journal of Clinical Hypertension</td>
<td>67,781</td>
</tr>
</tbody>
</table>

**Global Reach**

- **Asia Pacific:** 11%
- **Europe:** 28%
- **US & Canada:** 34%
- **Rest of the World:** 27%

*WILEY*
Audience: General dentists, endodontists, orthodontists

Key Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Clinical Periodontology</td>
<td>207,110</td>
</tr>
<tr>
<td>International Endodontic Journal</td>
<td>152,602</td>
</tr>
<tr>
<td>Clinical Oral Implants Research</td>
<td>148,426</td>
</tr>
<tr>
<td>Periodontology 2000</td>
<td>93,033</td>
</tr>
<tr>
<td>Australian Dental Journal</td>
<td>89,568</td>
</tr>
</tbody>
</table>

Global Reach

Monthly Ad Impressions by Region

- Asia Pacific: 25%
- Europe: 35%
- US & Canada: 15%
- Rest of the World: 25%
Audience: Dermatologists and general practitioners

Key Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Journal of Dermatology</td>
<td>307,322</td>
</tr>
<tr>
<td>International Journal of Dermatology</td>
<td>139,113</td>
</tr>
<tr>
<td>Journal of the European Academy of Dermatology and Venereology</td>
<td>133,709</td>
</tr>
<tr>
<td>Pediatric Dermatology</td>
<td>80,578</td>
</tr>
<tr>
<td>Journal of Dermatology</td>
<td>73,328</td>
</tr>
</tbody>
</table>

Global Reach: Monthly Ad Impressions by Region

- Asia Pacific: 33%
- Europe: 29%
- US & Canada: 24%
- Rest of the World: 14%
**Audience – Endocrinology**

**Audience:** Endocrinologists, diabetologist, internal medicine specialists, general practitioners

- **14 Journals**
- **200,228** Average Monthly Unique Visitors (Wiley Online Library)
- **1,519,759** Average Monthly Impressions (Wiley Online Library)
- **13,903** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>279,085</td>
</tr>
<tr>
<td>Diabetic Medicine</td>
<td>179,459</td>
</tr>
<tr>
<td>Obesity Reviews</td>
<td>147,755</td>
</tr>
<tr>
<td>Diabetes, Obesity and Metabolism</td>
<td>126,733</td>
</tr>
<tr>
<td>Clinical Endocrinology</td>
<td>124,517</td>
</tr>
</tbody>
</table>

**Global Reach**

- **27%** Asia Pacific
- **30%** Europe
- **30%** US & Canada
- **13%** Rest of the World
**Audience – Gastroenterology and Hepatology**

**Audience:** Gastroenterologists, hepatologists and other physicians treating gastrointestinal disorders and liver disease

- **15 Journals**
- **205,168** Average Monthly Unique Visitors (Wiley Online Library)
- **1,557,488** Average Monthly Impressions (Wiley Online Library)
- **13,883** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hepatology</td>
<td>452,268</td>
</tr>
<tr>
<td>Alimentary Pharmacology &amp; Therapeutics</td>
<td>205,320</td>
</tr>
<tr>
<td>Journal of Gastroenterology and Hepatology</td>
<td>123,921</td>
</tr>
<tr>
<td>Liver International</td>
<td>75,398</td>
</tr>
<tr>
<td>Colorectal Disease</td>
<td>67,319</td>
</tr>
</tbody>
</table>

**Global Reach**

- **37%** Asia Pacific
- **27%** Europe
- **25%** US & Canada
- **11%** Rest of the World
Audience: Hematologists, specialists and physicians treating blood and blood-related disorders

Key Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Journal of Haematology</td>
<td>319,406</td>
</tr>
<tr>
<td>Transfusion</td>
<td>180,404</td>
</tr>
<tr>
<td>Journal of Thrombosis and Haemostasis</td>
<td>158,960</td>
</tr>
<tr>
<td>American Journal of Hematology</td>
<td>153,209</td>
</tr>
<tr>
<td>Haemophilia</td>
<td>78,944</td>
</tr>
</tbody>
</table>
**Audience – Neurology**

**Audience:** Neurologists

- **17 Journals**
- **304,798** Average Monthly Unique Visitors (Wiley Online Library)
- **1,922,133** Average Monthly Impressions (Wiley Online Library)
- **18,675** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annals of Neurology</td>
<td>273,393</td>
</tr>
<tr>
<td>Epilepsia</td>
<td>269,266</td>
</tr>
<tr>
<td>Movement Disorders</td>
<td>256,643</td>
</tr>
<tr>
<td>Developmental Medicine &amp; Child Neurology</td>
<td>217,333</td>
</tr>
<tr>
<td>Muscle &amp; Nerve</td>
<td>149,244</td>
</tr>
</tbody>
</table>

**Global Reach**

- **33%** Asia Pacific
- **24%** Europe
- **32%** US & Canada
- **11%** Rest of the World
Audience – Oncology

**Audience:** Oncologists, radiologists

- **20** Journals
- **331,150** Average Monthly Unique Visitors (Wiley Online Library)
- **2,503,863** Average Monthly Impressions (Wiley Online Library)
- **18,476** e-Newsletter subscribers

**Key Journals**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>470,381</td>
</tr>
<tr>
<td>International Journal of Cancer</td>
<td>311,234</td>
</tr>
<tr>
<td>Pediatric Blood &amp; Cancer</td>
<td>152,984</td>
</tr>
<tr>
<td>CA: A Cancer Journal for Clinicians</td>
<td>150,035</td>
</tr>
<tr>
<td>Psycho-Oncology</td>
<td>118,315</td>
</tr>
</tbody>
</table>

**Global Reach**

- **33%** Asia Pacific
- **32%** Europe
- **10%** US & Canada
- **25%** Rest of the World
Audience – Surgery

Audience: Surgeons

Key Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>Monthly Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Journal of Surgery</td>
<td>227,906</td>
</tr>
<tr>
<td>ANZ Journal of Surgery</td>
<td>80,185</td>
</tr>
<tr>
<td>Liver Transplantation</td>
<td>73,921</td>
</tr>
<tr>
<td>Wound Repair and Regeneration</td>
<td>56,737</td>
</tr>
<tr>
<td>Lasers in Surgery and Medicine</td>
<td>47,557</td>
</tr>
</tbody>
</table>

Global Reach

Monthly Ad Impressions by Region

- Asia Pacific: 13%
- Europe: 34%
- US & Canada: 23%
- Rest of the World: 30%
Online Advertising

Target your audience by specialty, key journals, country or region

From general practitioners to specialists, healthcare professionals go to Wiley Online Library for trusted information published in our peer-reviewed journals to keep updated on medical knowledge and improve clinical decision making.

Banner Types and Sizes
- Leaderboard (728 x 90)
- Skyscraper (160 x 600)

3.8 million Monthly unique visitors accessing Wiley Online Library’s medical and healthcare content
Wiley's Journal App Service displays recently published Wiley content on mobile devices for easy access by healthcare professionals on the go. Maximize reach and return on digital advertising investment through rich media advertising capabilities – 360° product visualizations, whitepaper delivery on journal apps.

Tap into the power of interstitial ads to interact with our highly engaged readers between articles with higher visibility.

1.2 million Downloads
11 minutes Average session length
E–Newsletters

Get your message delivered right into each healthcare professional's inbox through advertising in Wiley’s specialty-focused e-newsletters to showcase your new product launch or emerging technology to our subscribers.

Align your brand with relevant editorial themes, for more information, contact a local office.
Wiley Online Library Advertising Specifications

Wiley Online Library (WOL) is one of the world's most heavily-trafficked online resources for scientific, technical, medical and scholarly content. Each of Wiley's 400+ healthcare print journals has a section on WOL. Each section hosts current and archived journal articles as well as online-only articles. Some Wiley healthcare journals do not publish in print so that their section on WOL is the only place their target audiences can consume their content. [http://onlinelibrary.wiley.com/](http://onlinelibrary.wiley.com/)

Digital Ad Serving Platform
Wiley uses DoubleClick for Publishers (DFP) Premium to traffic digital ads.

Creative Dimensions
A) Leaderboard: 728x90*
   Pushdown creatives must be user initiated and can accommodate a maximum final size of 728x310.

B) Wide Skyscraper: 160x600**
   Expandable creatives must be user initiated, expand left and can accommodate a maximum final size of 320x600.

File Types Accepted
- DoubleClick Tags (preferred)
- GIF, JPG & PNG
- SWF (Flash)
- HTML5 (provided as a third-party tag)

Max File Size
40 KB (Max Initial File Size); 100KB (Subsequent Max User Initiated File Size); 2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

Submission Lead Time
Ad creatives must be submitted based on the schedules outlined below to enable thorough production and testing. Third-party ads must be live at time of submission.
- **Standard & Native Ads**: 5 business days prior to launch
- **Standard & Rich Media Ads (Third-Party Served)**: 5 business days prior to launch
- **Rich Media Ads**: 10 business days prior to launch

*The Leaderboard position can also accommodate 468x60 if necessary
**The Wide Skyscraper position can also accommodate 120x600, 160x160 and/or 160x320 if necessary

FAQ
Can Creatives Be Animated?
Yes. Please note that some titles have restrictions on this offering and the creative is subject to partner and publisher approval.

Do You Accept Rich Media Creatives?
Yes. Guidelines are as follows:
- Must be inclusive of a back-up GIF, JPG or PNG image
- Max frame rate is 18 FPS, max looping is 3
- Audio must be user initiated
- Max animation length 15 seconds
- Controls: "Close X", Play, Pause, Rewind, Volume. Font is 16 pt

Do You Accept Third-Party Ad Tags?
Yes, third-party ad tags are accepted and encouraged for Rich Media creatives.

Do You Accept Flash Creatives?
Yes. Guidelines are as follows:
- DFP does not support Flash 10.2, Flash 11, or Flash 12. Make sure that your Flash(SWF) files are Flash 10.1 or lower.
- You can use either ActionScript 2.0 or ActionScript 3.0 but each of them uses different code for the clickTAG
- Flash must be accompanied by a backup GIF, JPG or PNG
- Files must contain a clickTag in order for DFP to count clicks.
- Hardcoded URLs are not accepted
- Click through URLs must be provided with files

Do You Accept HTML5 Creatives?
Yes. Please note that DFP currently does not have any preset specifications set up for using HTML5 creatives. All HTML5 creatives must be provided as a third-party tag.

Do You Accept Rich Media Creatives with Multiple clickTags?
Yes. However, Rich Media creatives leveraging more than one clickTag must be set up properly and provided as a third-party tag. SWF/HTML5 files will not be accepted.

Do You Permit Expandable Creatives?
Yes. Please note that some titles have restrictions on this offering and the creative is subject to partner and publisher approval.
FAQ
Are the Ad Units Click-Through Enabled?
Yes, the ad unit/creative will be clickable. Once clicked, a browser window to the destination URL is opened within the App interface.

Are Rich Media Ads Accepted?
Yes, HTML5 is supported at this time.

Can Creatives Be Animated?
Yes, animated images can serve in the app.

Do You Accept 3rd Party Ad Tags?
Yes, 3rd party ad tags are accepted.

What are the Limitations?
- Ads may not delay the user from dismissing them.
- Ads should NOT include a “close” function. This is handled by the application.
- Ads are only served while users are online/connected to the internet
- Image File Ads (PNG, JPG, GIF) are limited to ONE click through URL
- Rich media ads may contain any number of click through URLs as designed in the ad
- Ads may not contain Flash content (HTML5 content is the alternative to be used)

Are there Full Page Flex Unit Guidelines?
We support using the published IAB Full Page Flex Unit Guidelines:

*All designs for iPad and iPhone formats should leave the top 40 pixels of space clear of any critical content or designs, as this space is utilized and reserved for the area containing the close button.
**Supported in both iPad & iPhone in the absence of a full page unit
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