

Wiley Online Library (WOL)

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers.

With more than 1,600 journals, 21,000 books and hundreds of reference works, databases and laboratory protocols, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter. You have multiple options of advertising your company, your product or service on Wiley Online Library.

Reach the whole network

- Target a focused subject area and thus cover multiple related journals

Address the readers of a specific journal

- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

Further options as geo-targeting or frequency capping allow you to align your advertising campaign to the optimum.

Banner	Prices
Leaderboard	€ 69 CPM
Leaderboard / Geo	€ 79 CPM
MPU	€ 89 CPM
MPU / Geo	€ 99 CPM

Banner	Format
Leaderboard	728 x 90 px
MPU	300 x 250 px

Terms and conditions: Net 30 days after receipt of invoice. Prices in EUR plus VAT of 19%

Overall usage

Europe 32%

APAC 30%

US 38%

Unique visitors to WOL by region

11+ million

Global unique visitors per month

70+ million

Page views per month

6+ million

Registered users

2 million

Society members

Contact Information

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Digital Statistics for Wiley Online Library (WOL)

Banner Advertising

Explore the world's broadest and deepest multidisciplinary collection of online resources covering the life sciences. Place your banners on the **Wiley Online Library**, one of the world's most heavily trafficked online resources for scientific, medical and scholarly content.

[Learn more »](#)



Issue Alerts

Readers opt-in to receive email alerts to stay current with the latest life science content published in **Wiley** journals. Sponsor an individual title or a targeted range of topics to communicate with your customer base. We offer a range of options to customize your sponsorship.

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eNewsletters

We offer you visibility options on over 50 popular e-newsletters covering various topics. Please consult your Wiley representative for up-to-date reach figures.

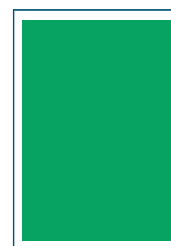
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ePDF Article Advertising

Place your digital full page advertisement as a PDF on to a scholarly article in one of our participating **Wiley** journals. When a reader views and downloads the article, your ad is included.

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Digital Ad Specifications

MPU

Digital Display Ads

Ad size:
300 x 250 px



Leaderboard

Digital Display Ads

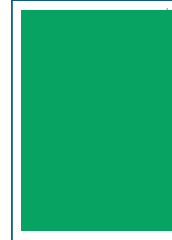
Ad size:
728 x 90 px



ePDF

Article Advertising

Ad size:
1237 x 1631 px



Banner

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.

Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash. Please provide the requested files by e-mail to your media account who will take care of all further steps.

ePDF

Quality: 150 DPI

Format: Static JPEG

Only one URL allowed between click through URL No 3rd party tags or impression trackers