

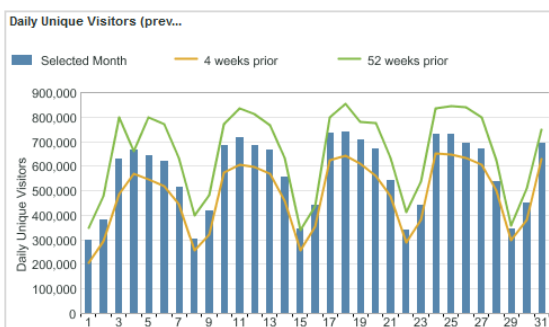
# Wiley Online Library

## About

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With several million unique visitors each month, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter.

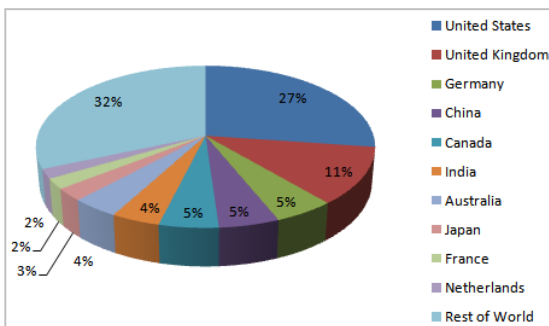
Overall usage (in million):

Unique User	14
Visits	83
Page Views	20



The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

Top 10 regional breakdown:



## Advertise

You have multiple options of advertising your company, your product or service on Wiley Online Library.

- Reach the whole network
- Target a focussed 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.

### Basic terms & conditions\*

Subject	
Leaderboard (728x90px)	49.- € CPM
Rectangle (300x250px)	69.- € CPM
Journal	
Leaderboard (728x90px)	69.- € CPM
Rectangle (300x250px)	89.- € CPM
eTOC	
Skyscraper (120x600px)	410,- €**

\* Valid from April 1, 2018  
\*\* Cost per 1,000 subscribers



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## Positioning of your advertising

On the portal

The screenshot shows the Wiley Online Library homepage. At the top, there is a navigation bar with 'WILEY ONLINE LIBRARY' and a search bar. Below this, there are several sections: 'Cell & Molecular Biology' with a 'JOURNAL' and 'BOOK' section, 'Research Highlights', 'Essential Resources', and 'Our online resources include'. A vertical orange banner on the right side of the page reads 'Your skyscraper ad'. At the top of the page, there is a horizontal orange banner that reads 'Your leaderboard ad'.

In the eTOC

The screenshot shows a Wiley Online Library eTOC page for 'BioEssays'. The page features a header with 'Ideas that Push the Boundaries' and 'BioEssays'. Below this, there are several article listings with titles, authors, and publication dates. A vertical orange banner on the right side of the page reads 'Your skyscraper ad'.

To provide a tailored offer and the best service to you, we recommend that you get in contact with us so we can elaborate the ideal campaign on Wiley Online Library for your company or your agency client based on latest usage figures.

For detailed information please contact:

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