

2020 Prescriber

Media Kit



Prescriber

Prescriber is the independent voice of the UK prescribing community.

Aiming to inform, educate, stimulate and challenge, this monthly title represents a unique offering for clients wishing to communicate with an engaged and influential UK health professional audience.

A range of individually tailored, peer-reviewed supplements are also available to support your products throughout their life cycle.

Contact our advertising sales team for more information.

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AT A GLANCE

26,195 recipients
in print

5,760 recipients of the
e-Newsletter

209,820 unique page
views with a 112%
increase of site activity
compared with previous
year*

*Annual usage 2019
36,374 are of these are in the US

Schedule

Issue & publishing date	Booking deadline	Artwork deadline	e-Newsletter booking deadline
31:1 17 January 2020	03 January 2020	08 January 2020	09 January 2020
31:2 19 February 2020	05 February 2020	10 February 2020	11 February 2020
31:3 19 March 2020	05 March 2020	09 March 2020	11 March 2020
31:4 22 April 2020	06 April 2020	09 April 2020	14 April 2020
31:5 20 May 2020	07 May 2020	11 May 2020	12 May 2020
31:6 19 June 2020	08 June 2020	10 June 2020	11 June 2020
31:7 22 July 2020	09 July 2020	13 July 2020	14 July 2020
31:8 19 August 2020	06 August 2020	10 August 2020	11 August 2020
31:9 18 September 2020	04 September 2020	09 September 2020	10 September 2020
31:10 19 October 2020	05 October 2020	08 October 2020	09 October 2020
31:11 16 November 2020	02 November 2020	05 November 2020	06 November 2020
31:12 14 December 2020	30 November 2020	03 December 2020	04 December 2020



Distribution

26,195

IN PRINT

Prescribers and GPs

21,549

Includes 11,071 of the highest UK-ranked GP prescribers

209,820

UNIQUE PAGEVIEWS

Prescriber.co.uk

**Payers &
commissioners**

3,090

Pharmacists

397

5,760

E-NEWSLETTER

RECIPIENTS

Other

1,159

Total

26,195

*Compared with previous year

Delivery instructions

Bound inserts/outserts

Deliveries need to be booked in with the controller on 01952 585585 between 9-12 and 13:30-17:30, Monday to Friday

Delivery address: Precision Colour Printing
Site 2 Goods Inwards
Haldane, Halesfield 1
Telford, Shropshire
TF7 4QQ

Required: Title of campaign
Journal (title, issue and volume number)
Quantity
Individual copy weight
Insert size
Number of pallets/cartons
Full or part quantity supplied
Supplier's name
Contact telephone number

Wrappers/loose inserts

Delivery address: Full Spectrum
Unit 19 Heronsgate Trading Estate
Paycocke Road
Basildon, Essex
SS14 3EU

Required: Title of campaign
Journal (title, issue and volume number)
Quantity
Supplier's name

Rates & sizes

Format	Type area in mm (WxH)	Bleed size in mm	Trim area in mm	Price*
Whole page	194 x 243	216 x 281	210 x 275	£2,604
PI (inside edge, facing ad)	54 x 243	75 x 281	69 x 275	£2,670
PI (outside edge, facing ad)	64 x 243	85 x 281	79 x 275	£2,670
Double-page spread	404 x 243	426 x 281	420 x 275	£4,606
Half horizontal	194 x 120	216 x 143	210 x 137	
Half vertical	93 x 243	114 x 281	108 x 275	£1,888
Quarter page	93 x 121	114 x 143	108 x 137	£1,494
Third-page horizontal	194 x 76	216 x 96	210 x 90	£1,660
Half-page double spread	404 x 120	426 x 281	420 x 137	£2,731
Gatefold (LHS)	188 x 243	207 x 281	204 x 275	
Gatefold (RHS)	191 x 243	210 x 281	207 x 275	£8,095
Bound inserts				
2 pages		Details on request		£3,474
4 pages				£5,013
Loose inserts up to				
10g		Details on request		£2,347
20g				£3,064
Outsert		Details on request		£3,557
Wrapper		Details on request		£5,368

*Promotional discounts on adverts booked in blocks of six

Agencies receive a 10% discount

Digital advertising

Reach the most relevant professionals engaging with premium content to maximise your campaign ROI. Digital advertising helps you reach specialist audiences through content they trust.

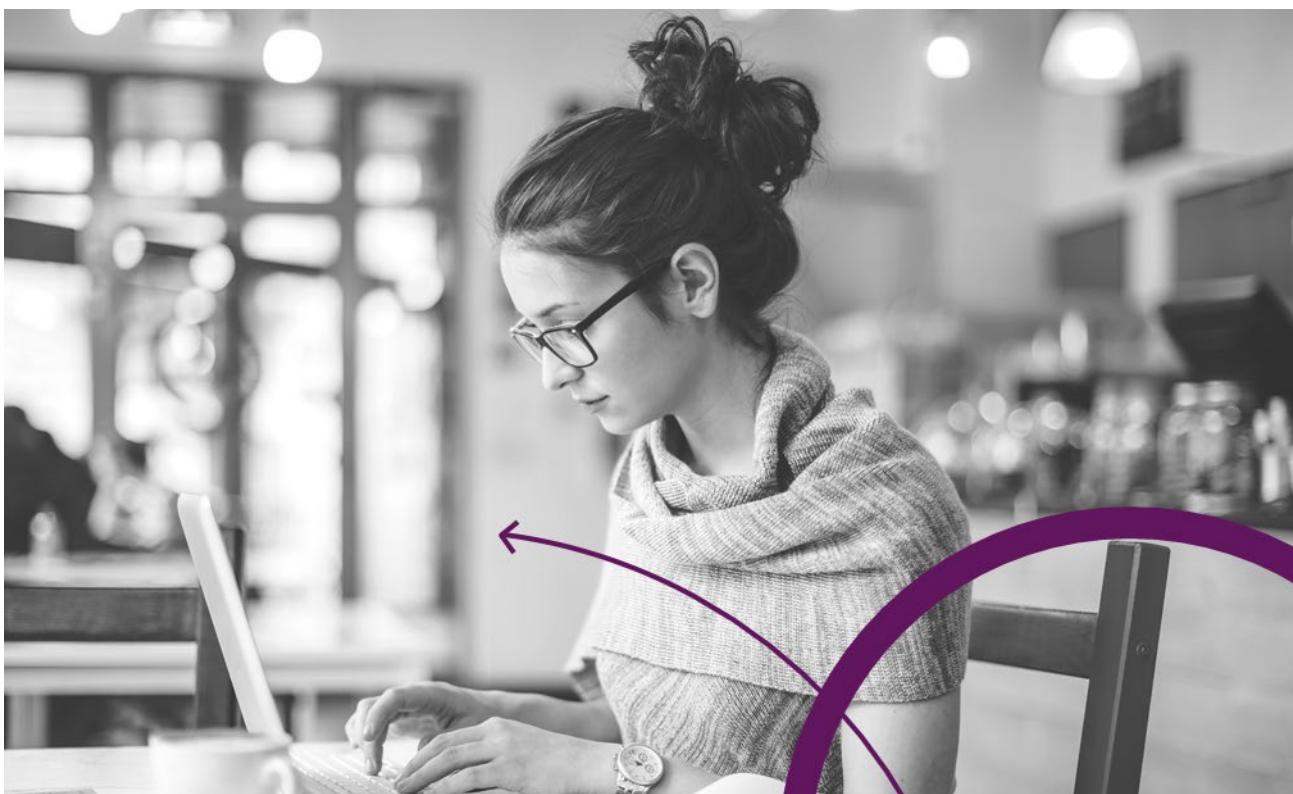
Find out how our digital advertising will help drive your brand-marketing strategy by speaking to our advertising team today.

LEADERBOARD

- 728 x 90px
- Rich media accepted

FEATUREBOX/MPU

- 300 x 250px
- Rich media accepted



e-Newsletters

Readers opt in to receive email alerts to stay current with the latest content published in Prescriber. Gain exclusive positioning with three feature box positions to maximise your impact.

- Sent to 5,760 opted in recipients. **Premium e-alert available sent to 10,226 opted-in contacts**
- Reports on usage to track your ROI
- IAB industry standard positions linked to URL of your choice
- Average open rate of 21.31%



Top feature box

250 x 300px
£668

Middle feature box

250 x 300px
£634

Bottom feature box

250 x 300px
£601

File size

Max. 200kb
Static GIF or JPG

Premium cost

£1,225

Premium cost

£1,068

Premium cost

£1,015

Website advertising

ADS COMPATABLE ON iOS AND ANDROID



Maximise your impact through a combination of interstitial, leaderboards and MPUs on www.prescriber.co.uk

With 17,485 average monthly unique page views (8,424 UK based), you can be confident your message will reach your audience.

Leaderboard

728 x 90px
£822

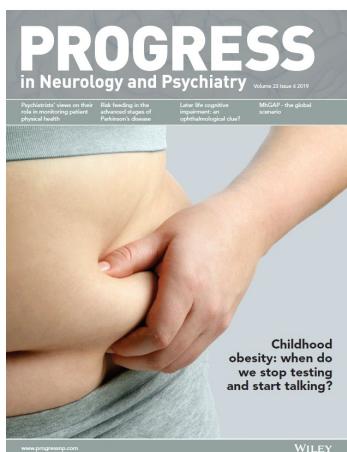
MPU

250 x 300px
£822

File size

Max. 200kb
Static GIF or JPG

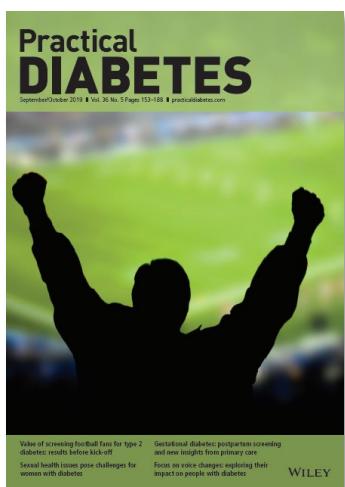
Sister publications



Progress in Neurology & Psychiatry is the only controlled circulation title focused on neurology and psychiatry spanning the closely linked disciplines.



Trends in Urology & Men's Health is edited by one of the world's leading prostate surgeons, Professor Roger Kirby. Trends specialises in topics that affect men's health from cardiovascular disease, urological and sexual problems to mental illness.

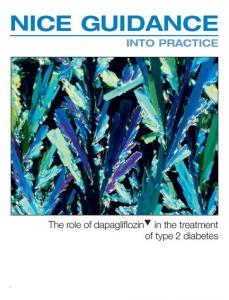


Practical Diabetes is widely read by hospital doctors as per the Hospital Readership Survey 2019.

Custom supplements

Extend your brand ethically through Prescriber. Our supplements enable brands to communicate news and information to a targeted readership of opinion leaders and decision makers. They can extend your brand's reach ethically by aligning with credible content. Individually tailored supplements are peer reviewed and fully ABPI compliant. Our editors are ZINC trained to facilitate fast and effective approvals.

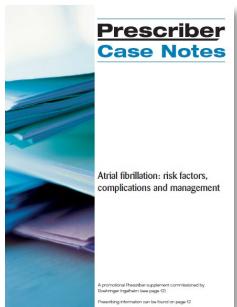
Prices start at £19,960



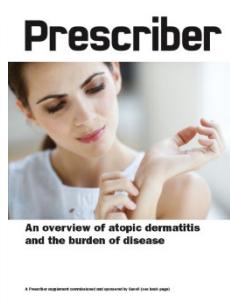
NICE Guidance into Practice provides an interpretation of new guidelines presenting a reader-friendly review with action points and practice advice on implementation.



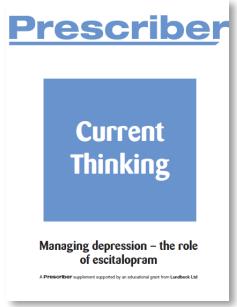
Key Opinions in Medicine are rapid newsletters usually accepted by a wider range of academic titles. It delivers information in a useful and succinct format.



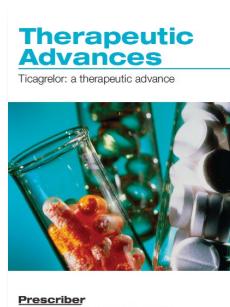
Case Notes is an opportunity to present real case studies in the management of patients seen in every day clinical practice. Ideal for enhancing evidence.



Purchaser Profile reviews evidence based on new products coming to market with information about use, efficacy and cost-effectiveness.



Current Thinking can be used to update your audience on the very latest within a disease area, drug or issue in management.



Therapeutic Advances is a platform to review important new products at launch, or emerging technologies and how they may affect current treatment of patients.

Recruitment

The Wiley Job Network is a global resource for employers seeking highly qualified candidates in numerous fields and specialities.

- Target over 10 million professionals
- Post contextual and geo-targeted job ads
- Search and save applications, résumés and CVs

We offer special search tools and products to help you find the ideal candidate for your organisation. Here are some of the basic advertising products we offer, contact us for more information.



CONTACT US

Advertising and project sales

EMEA Corporate sales

E: corporatesaleseurope@wiley.com

Production enquiries

Izabela Mayne

Production/Advertising Coordinator
T: 01243 770182
E: imayne@wiley.com

STANDARD JOB AD

We post your job opportunity for one month

PREMIUM JOB AD

Ad includes corporate logo and highlighting on search results

FEATURED JOB AD

We post your ad on our home page

RÉSUMÉ AND CV SEARCH

Find your ideal candidate in our database

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our extensive collection of scholarly publications. Through our wide range of professional publications, we support your marketing and customer engagement strategies, and maximise the impact of your brand.

The logo graphic consists of a thick white circle on the left, with a thin white curved line extending from its bottom right corner towards the center. At the end of this line is a small white arrowhead pointing upwards and to the right.

WILEY