Allergy

Allergy is an international journal with contributors and readers from all countries. The aim of the journal is to promote and maintain contact between basic and clinical allergy and immunology.

Allergy publishes original articles, reviews, position papers, guidelines, editorials, news and commentaries, letters to the editors and correspondences. Articles are accepted purely on the basis of scientific merit and quality.

Contact information
corporatesaleseurope@wiley.com
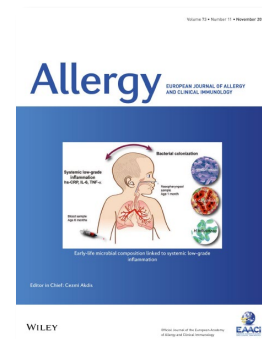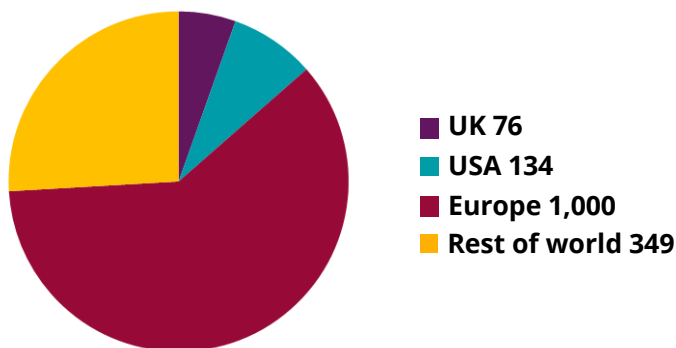
Editorial information
Thomas Bieber and Hans-Uwe Simon

Impact Factor 6.771

Audience
The readership consists of practicing clinicians (allergologists and immunologists), academicians and research investigators. Received by all members of the EAACI.

Circulation: 1,647

- ■ UK 76
- ■ USA 134
- ■ Europe 1,000
- ■ Rest of world 349

Advertising Rates

Ad size	2020 Price
Premium position	£2,133
Full page colour	£1,892
Full page mono	£750
Half page colour	£1,580
Half page mono	£514
Quarter page mono	£329
Double page spread	£3,790

Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information

Issue & closing dates
Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
75:1	14 Nov 19	21 Nov 19	13 Dec 19
75:2	18 Dec 19	25 Dec 19	16 Jan 20
75:3	16 Jan 20	23 Jan 20	14 Feb 20
75:4	13 Feb 20	20 Feb 20	13 Mar 20
75:5	16 Mar 20	23 Mar 20	13 Apr 20
75:6	16 Apr 20	23 Apr 20	15 May 20
75:7	18 May 20	25 May 20	15 Jun 20
75:8	15 Jun 20	22 Jun 20	13 Jul 20
75:9	16 Jul 20	23 Jul 20	14 Aug 20
75:10	17 Aug 20	24 Aug 20	14 Sept 20
75:11	16 Sept 20	23 Sept 20	15 Oct 20
75:12	19 Oct 20	26 Oct 20	16 Nov 20

WILEY

Additional advertising solutions


Online advertising

Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.04%
Unique users	399,283
Average page views	87.243

eTOC, Issue Alert & Society email advertising

Email advertising provides contextual advertising opportunities to engage highly-targeted, influential communities of decision makers and opinion leaders in key markets around the world. Society issue alerts include exclusive use of the Society member list with signed approval.
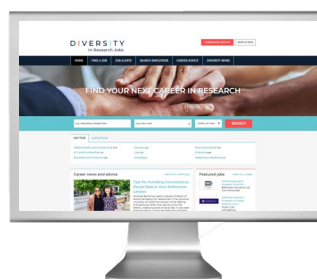
Recruitment advertising

Diversity in Research is a full service job board dedicated to expanding diversity in the fields of science, technology, law healthcare and business. Our job postings appear alongside research journal articles published on Wiley Online Library, so you can be sure your job will be seen by a diverse array of researchers, including people of color, veterans, and LGBTQ individuals.

For additional educational, messaging and engagement solutions, please contact
corporatesaleseurope@wiley.com

WILEY

Mechanical Requirements
Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	245mm x180mm	282mmx 216mm
Half page - vertical	245mm x90mm	
Half page – horizontal	120mm x180mm	
Quarter page	120mm x90mm	
Double page spread	245mm x 360mm	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px

Full page non-bleed   1/2 page vertical   1/2 page horizontal   1/4 page

MPU   Leaderboard

Advertising information
Binding: Saddle-wired
Files must be press-optimised PDF files supplied in CMYK for colour ads, with crop marks. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

In the rare event of artwork being accepted after the deadline, the publisher reserves the right to amend the files if they do not conform to our specifications and cannot be held responsible for the quality of advertisements. All submitted artwork will automatically be used as repeat copy for repeat bookings unless notification is given to the publisher in advance of all relevant issue artwork deadlines.

Online adverts
Acceptable file formats are GIF/JPEG, Flash, and 3rd Party Tags (preferably HTML or javascript code)

We can accommodate animated gifs. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change. For interactive banners please supply the link to further information. This link must be in the form of a URL of another web page. For flash creative please contact the team prior to build to ensure files meet ad-server guidelines or requirements Maximum file size = 39kB

Please submit all creative to our print advertising production specialist, Sarah Young at syoung@wiley.com

WILEY