

2020 Advertising Rate Card

Diabetic Medicine

Diabetic Medicine is an information exchange on all aspects of diabetes mellitus and aims to publish reviews and original articles in the fields of diabetes research and practice. It particularly focuses on basic and applied research of direct relevance to clinical diabetes and its scope ranges from fundamental research to delivery of better health care.

The journal provides a multidisciplinary forum combining original articles, comprehensive reviews of research and clinical issues, comment, news and correspondence.

Contact information

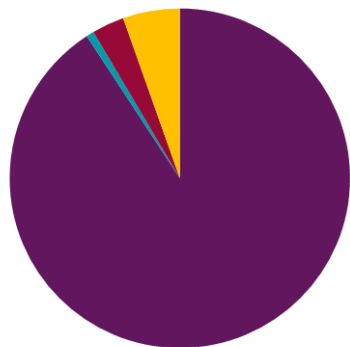
corporatesaleseurope@wiley.com

Editorial information

Graham Hitman, Blizard Institute of Cell and Molecular Science, Queen Mary Univ. of London, UK

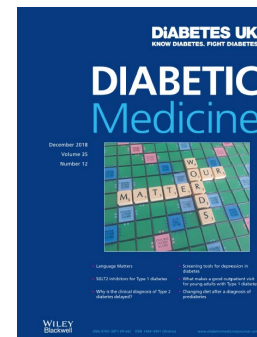
Impact Factor 3.107

Circulation: 639



■ UK 564
■ USA 4
■ Europe 40
■ Rest of world 29

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



Advertising Rates

Ad size	2020 Price
Premium position	£2,491
Full page colour	£2,210
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
Double page spread	£3,975

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
37:1	18 Nov 19	25 Nov 19	16 Dec 19
37:2	23 Dec 19	30 Dec 19	20 Jan 20
37:3	20 Jan 20	27 Jan 20	17 Feb 20
37:4	20 Feb 20	27 Feb 20	20 Mar 20
37:5	26 Mar 20	02 Apr 20	24 Apr 20
37:6	22 Apr 20	29 Apr 20	21 May 20
37:7	25 May 20	01 Jun 20	22 Jun 20
37:8	22 Jun 20	29 Jun 20	20 Jul 20
37:9	23 Jul 20	30 Jul 20	21 Aug 20
37:10	24 Aug 20	31 Aug 20	21 Sept 20
37:11	23 Sept 20	30 Sept 20	22 Oct 20
37:12	21 Oct 20	28 Oct 20	19 Nov 20

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Additional advertising solutions



Online advertising

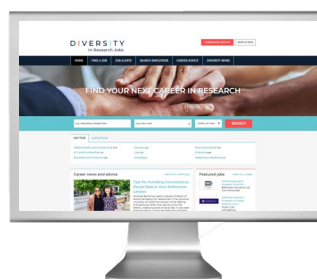
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.04%
Unique users	60,619
Average page views	219,491



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
corporatealeurope@wiley.com

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Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	245mm x 180mm	282mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	
Quarter page	120mm x 90mm	
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

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