

2020 Advertising Rate Card

The British Journal of Haematology

The British Journal of Haematology publishes original research papers in clinical, laboratory and experimental haematology. The Journal also features annotations, reviews, short reports, images in haematology and Letters to the Editor. It is the leading journal devoted to the scientific and clinical aspects of haematology. It is a sound advertising medium for all relevant diagnostic, analytical and pharmaceutical products. The readership consists of consultant haematologists, scientists working in related fields, oncologists treating leukaemia, and laboratory technicians

Contact information

corporatesaleseurope@wiley.com

Editorial information

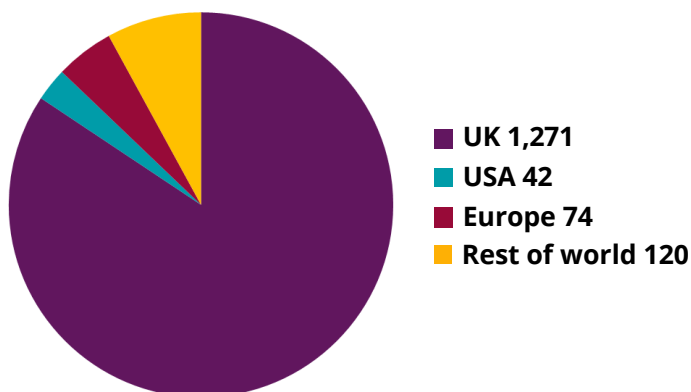
Professor John Barrett, George Washington Univ.
Lorna Wycherley – lorna@bjhaem.co.uk

Impact Factor 5.206

Audience

Haematologists, scientists working in related areas, oncologists treating leukaemia and laboratory technicians. The journal is also received by all members of the BSH.

Circulation:1,507



Advertising Rates

Ad size	2020 Price
Premium position	£2,133
Full page colour	£1,892
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
Double pagespread	£3,790

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

Issue & closing dates

Frequency x23 issues a year

Issue date	Booking deadline	Materials due	Publication date
188:1	27 Nov 19	04 Dec 19	09 Jan 20
188:2	25 Dec 19	01 Jan 20	23 Jan 20
188:3	09 Jan 20	16 Jan 20	07 Feb 20
188:4	23 Jan 20	30 Jan 20	21 Feb 20
188:5	10 Feb 20	17 Feb 20	09 Mar 20
188:6	24 Feb 20	02 Mar 20	23 Mar 20
189:1	09 Mar 20	16 Mar 20	06 Apr 20
189:2	20 Mar 20	27 Mar 20	20 Apr 20
189:3	09 Apr 20	16 Apr 20	08 May 20
189:4	23 Apr 20	30 Apr 20	22 May 20
189:5	11 May 20	18 May 20	08 Jun 20
189:6	28 May 20	04 Jun 20	26 Jun 20
190:1	11 Jun 20	18 Jun 20	10 Jul 20
190:2	25 Jun 20	02 Jul 20	24 Jul 20
190:3	09 Jul 20	16 Jul 20	07 Aug 20
190:4	27 Jul 20	03 Aug 20	24 Aug 20
190:5	12 Aug 20	19 Aug 20	10 Sept 20
190:6	26 Aug 20	02 Sept 20	24 Sept 20
191:1	10 Sept 20	17 Sept 20	09 Oct 20
191:2	24 Sept 20	01 Oct 20	23 Oct 20
191:3	12 Oct 20	19 Oct 20	09 Nov 20
191:4	26 Oct 20	02 Nov 20	23 Nov 20
191:5	11 Nov 20	18 Nov 20	10 Dec 20

2020 Advertising Rate Card

Additional advertising solutions



Online advertising

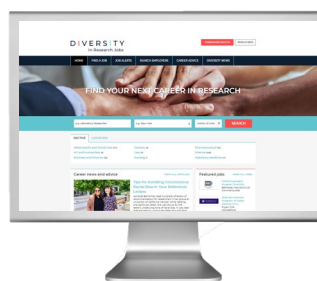
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.05%
Unique users	142,274
Average page views	408,051



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

WILEY

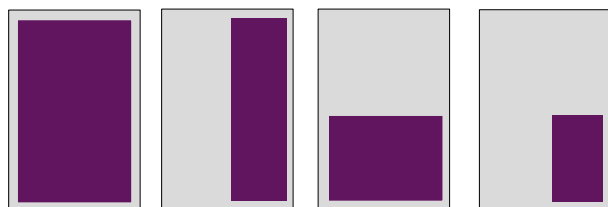
2020 Advertising Rate Card

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

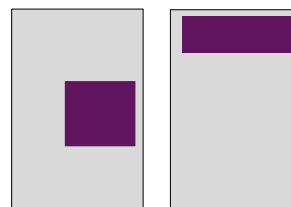


Full page
non-
bleed

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, and greyscale for black and white, 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