

2020 Advertising Rate Card

Veterinary Dermatology

Veterinary Dermatology is a bi-monthly, peer-reviewed, international journal which publishes papers on all aspects of the skin of mammals, birds, reptiles, amphibians and fish.

Scientific research papers, clinical case reports and reviews covering the following aspects are considered for publication: skin structure, skin function, skin microbiology and parasitology, dermatopathology, pathogenesis, diagnosis and treatment of skin diseases and new disease entities.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editor-in-chief – Anette Loeffler

Editors: Karen Moriello, Kimberly Coyner

Impact Factor 1.568

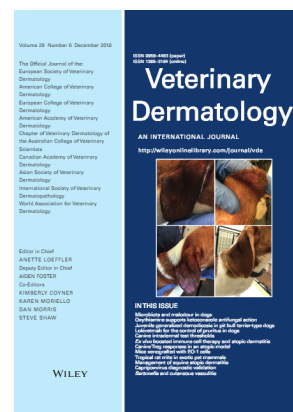
Audience

Those within the dermatological veterinary sciences sector

Circulation: 1,101



■ UK 107
 ■ USA 375
 ■ Europe 640
 ■ Rest of world 86



Advertising Rates

Ad size	2020 Price
Premium position	£1,850
Full page colour	£1,641
Full page mono	£757
Half page colour	£1,449
Half page mono	£511
Quarter page mono	£377

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

Issue & closing dates

Frequency – bi-monthly

Issue Date	Booking deadline	Materials due	Publication date
31:1	23 Dec 19	30 Dec 19	20 Jan 20
31:2	20 Feb 20	27 Feb 20	20 Mar 20
31:3	20 Apr 20	27 Apr 20	18 May 20
31:4	22 Jun 20	29 Jun 20	20 Jul 20
31:5	20 Aug 20	27 Aug 20	18 Sept 20
31:6	21 Oct 20	28 Oct 20	19 Nov 20

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Additional advertising solutions



Online advertising

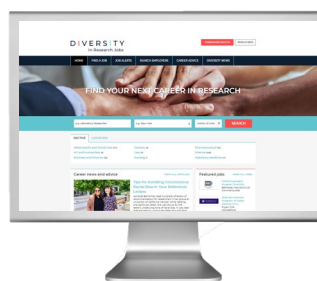
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	10,299
Average page views	42,646



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

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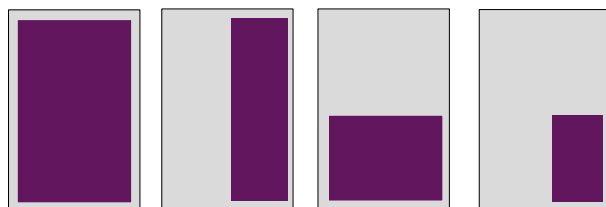
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Mechanical Requirements

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	

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, Izabela Mayne at imayne@wiley.com

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