



2020

Headache: The Journal of Head and Face Pain

Media Guide



WILEY

Headache: The Journal of Head and Face Pain

As the official publication of the American Headache Society, this peer reviewed journal publishes original communications on clinical and basic research, diagnosis and management, epidemiology, genetics and all pathophysiology of primary and secondary headaches, cranial neuralgias and pains referred to the head and face.

Read by neurologists, migraine specialists, headache specialists, general pain medicine, stroke specialists, behavioral psychologists and general internists. The content includes research submissions, review articles, patient education and letters.

Contact a Wiley account manager for more information.

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AT A GLANCE

1,282
Circulation

3.749
2018 Impact Factor

50/199
ISI Journal Citation
Reports® Ranking
2018 (Clinical
Neurology)

100%
submitted editorial
content. Acceptance
of articles is solely
determined by the
Editorial Board
based on rigorous
peer review.

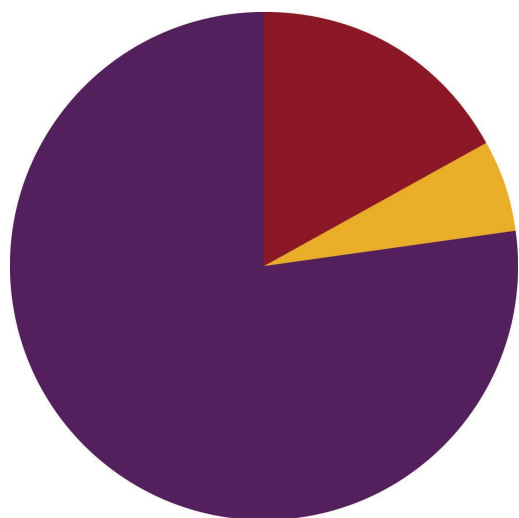


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2020 Print Schedule

Issue number	Closing date	Materials due	Inserts due
January 60:01	12/3/19	12/12/19	12/16/19
February 60:02	1/2/20	1/14/20	1/16/20
March 60:03	1/29/20	2/12/20	2/14/20
April 60:04	3/5/20	3/16/20	3/18/20
May 60:05	4/2/20	4/14/20	4/16/20
June 60:06	5/3/20	5/20/20	5/22/20
July/August 60:07	6/18/20	6/29/20	7/1/20
September 60:08	8/6/20	8/17/20	8/19/20
October 60:09	9/3/20	9/14/20	9/16/20
Nov/Dec 60:10	10/15/20	10/26/20	10/28/20

Distribution



United States	77%
Asia Pacific	17%
Europe, Middle East	6%

Neurologists
Migraine specialists
Headache specialists
General pain medicine
Stroke specialists
Behavioral psychologists
General internists



Extend your reach
on a global level with Wiley

Advertising rates & specifications

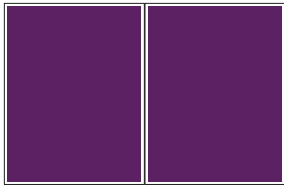
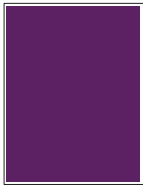
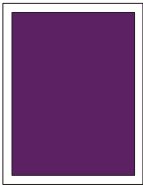
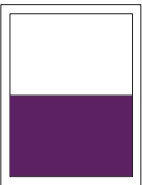
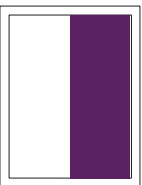

	1x	5x	10x	Dimensions
Full page black & white	\$1,578	\$1,532	\$1,486	8.5" w x 11.125" h
Full page 4-color	\$3,114	\$3,067	\$3,021	7" w x 10" h
Half page black & white	\$1,107	\$1,077	\$1,041	7" w x 5" h
Half page 4-color	\$2,642	\$2,612	\$2,576	3.25" w x 10" h
Quarter page black & white	\$721	\$698	\$678	3.25" x 5" h
Quarter page 4-color	\$2,256	\$2,233	\$2,213	
Two Page Spread	Speak with an account manager for more information			17" w x 11.125" h
Premium Positions				
Cover 4	\$4,670			
Cover 3	\$3,870			
Cover 2	\$4,185			
Opposite table of contents:	\$3,580			

Publication Trim Size: 8.25" w x 10.875" h

Paper Stock: Covers: 10 pt. C2S

Inside pages: UPM Classic Gloss 80 gsm

Halftone Screen: 133

					
Two-Page Spread 17" W x 11.125" H	Full Page Bleed 8.5" W x 11.125" H	Full Page Non-Bleed 7" W x 10" H	Half Page Horizontal 7" W x 5" H	Half Page Vertical 3.25" W x 10" H	Quarter Page 3.25" W x 5" H

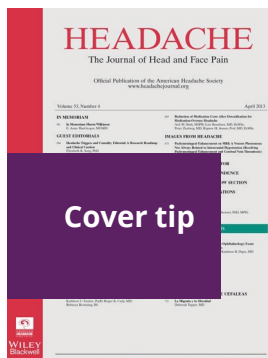
Ads to be supplied in CMYK or black and white. All transparencies are flattened. All fonts are embedded. Must be supplied in PDF format and word documents can be typeset within size specifications. Agencies receive 15% discount

Additional print opportunities

Introducing: Outserts

Polybagged with the journal. Another way to stand out from the crowd.

Contact your account representative for pricing.



Cover Tips

Capture reader's attention before they open the journal. With our Cover Tips, your ad message is attached to the front cover of the journal. It can't be missed!

Price per issue: \$5,100

Dimensions: 7" w x 5" h

Belly Bands

For high impact and exclusive **Headache** now offers a Belly Band. Wrap the issue with your ad message for a total awareness building effect.

Price per issue: \$7,650

Dimensions: 18.25" w x 4.25" h

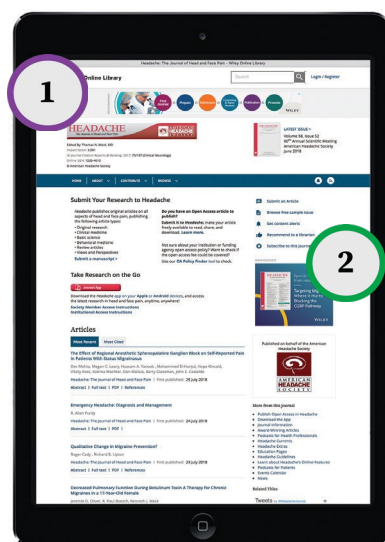


Online opportunities

Web Banner Advertising

Headache: The Journal of Head and Face Pain is published on Wiley Online Library, one of the world's most heavily trafficked online resources for scientific, medical and scholarly content. Advertising opportunities include a leaderboard, and an MPU, or square.

Please contact your account manager for specific targeting opportunities.



337,166

Annual* Unique Visitors

835,000

Annual Impressions

40,000

Average Monthly Page Views

Web Banner Ad Specifications

- Leaderboard dimensions: 728 x 90 pixels
- MPU dimensions: 300 x 250 pixels
- Accepted formats: GIF, JPG, PNG, HTML5 (site served & 3rd party)
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement.

	Format	Size	Rate
1	Leaderboard	728 x 90 px	\$90 cpm**
2	MPU (square)	300 x 250 px	\$90 cpm

* Based on annual usage 2017-18

**CPM: cost per thousand impressions

For detailed digital advertising specifications, visit: <https://goo.gl/mQJHjV>

Online opportunities

Issue Alerts

Reach **Headache** subscribers who opt in to receive our Issue Alerts, a preview of upcoming journal articles in a mobile friendly email. Display your message in a high-exposure, 300 x 250 pixel feature box adverts. Please contact your representative for specific targeting opportunities

We take the guesswork out of your online advertising program by providing you with periodic tracking reports of impressions and the click-through rates of your banner ads.

Issue Alert Specifications:

- MPU ad units: 300 x 250 pixels (GIF, JPG, PNG) No animation
- Accepted formats: GIF, JPG, PNG
No 3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement.



	Format	Size	Rate
1	Top Sponsor	300 x 250 px	\$2,200
2	Middle Sponsor	300 x 250 px	\$1,816
3	Bottom Sponsor	300 x 250 px	\$1,200

For detailed digital advertising specifications, visit: <https://goo.gl/mQJHJV>

NEW! Online opportunities

Webinars

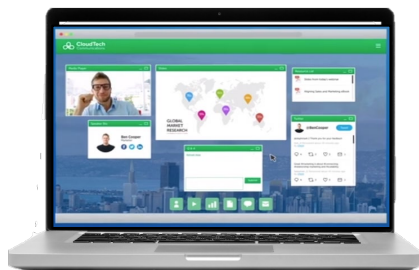
Deliver your innovative position, improve your brand and build credibility by sponsoring a webinar. Connect with your relevant audiences in online learning environments they depend on by sponsoring specialist learning content.

We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our webinars include live question and answer sessions before and after the main presentation. You gain invaluable data to aid your post event marketing strategy.

We provide the following with each webinar:

- Renowned subject matter experts
- A detailed presentation agenda
- Registration and attendance tracking
- Recording and hosting of the entire presentation
- Multimedia promotional campaigns
- Schedule of email reminders

2020 Rate: \$15,000 per webinar



HEAD Quiz email

Engage with your target audience with an advertisement in the new HEAD Quiz email. The quiz gives readers a chance to test their knowledge with a fun, interactive and educational quiz.

2 ad positions available

- Top: \$2,200/per month
- Middle: \$1,800./per month

Specifications:

- MPU: 300 x 250 pixels (GIF, JPG, PNG)
- Send Creative and URL to OnlineAdTraffic@wiley.com

Topic Focused Emails

Advertise in topic-focused emails that target readers of HEADACHE. Our audiences are attracted by content authored by some of the most frequently cited experts in their field.

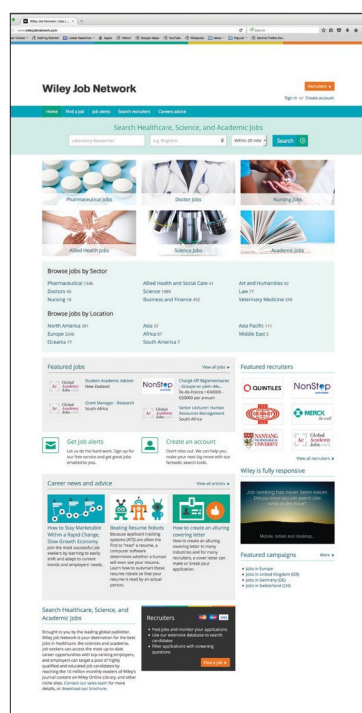
- Multiple positions available in each email (top, middle and bottom)
- Content includes summaries of relevant articles in addition to corporate support via advertising
- Topic-focused Emails include exclusive use of the Headache member list with signed list approval

Recruitment

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

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

We offer special search tools and products to help you find the ideal candidate for your organization. Here are some of the basic advertising products we offer:



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

RESUME AND CV SEARCH

Find your ideal candidate in our database

CONTACT US

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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 massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.



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2020 Advertising Rate Card

Headache: The Journal of Head and Face Pain

Headache: The Journal of Head and Face Pain is the official publication of the American Headache Society and is read by Neurologists, Headache Specialists, and Primary Care Physicians. This peer-reviewed journal publishes original articles on all aspects of head and face pain including communications on clinical and basic research, diagnosis and management, epidemiology, genetics, and pathophysiology of primary and secondary headaches, cranial neuralgias, and pains referred to the head and face. Content includes research submissions, review articles, patient education, and letters.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editor: Thomas N Ward

Journal Publishing Manager: Cathy Krendel,

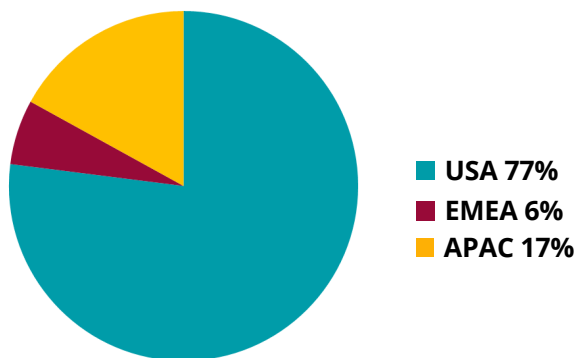
ckrendel@wiley.com

Impact Factor 2.471

Audience

Neurologists, headache specialists, pain management and primary care physicians

Circulation: 1,229



Advertising Rates

Ad size	2020 Price
Full page (1)	£1,044
Half page (1)	£732
Quarter page (1)	£476
Full page (5)	£1,013
Half page (5)	£712
Quarter page (5)	£461
Full page (10)	£982
Half page (10)	£689
Quarter page (10)	£448

Colour charge for a full page is £1,505. Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information

Issue & closing dates

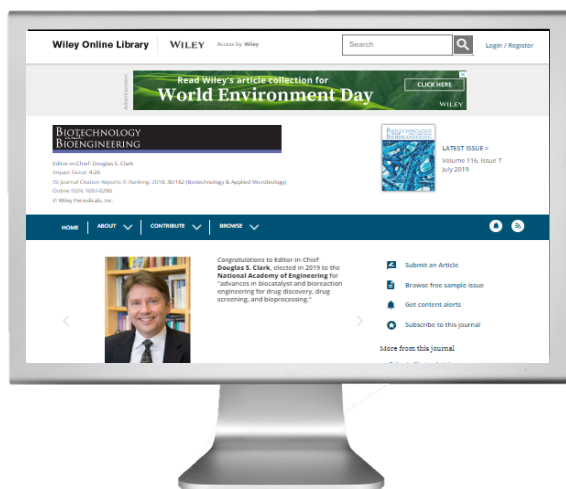
Frequency x10 issues a year

Issue Date	Booking deadline	Materials due	Publication date
60:1	10 Dec 19	17 Dec 19	06 Jan 20
60:2	08 Jan 20	15 Jan 20	04 Feb 20
60:3	06 Feb 20	13 Feb 20	04 Mar 20
60:4	09 Mar 20	16 Mar 20	03 Apr 20
60:5	07 Apr 20	14 Apr 20	04 May 20
60:6	12 May 20	19 May 20	08 Jun 20
60:7	22 Jun 20	29 Jun 20	17 Jul 20
60:8	10 Aug 20	17 Aug 20	04 Sept 20
60:9	08 Sept 20	15 Sept 20	05 Oct 20
60:10	20 Oct 20	27 Oct 20	16 Nov 20

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2020 Advertising Rate Card

Additional advertising solutions



Online advertising

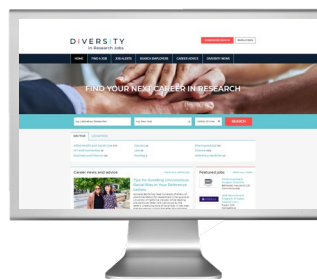
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.05%
Unique users	23,013
Average page views	65,659



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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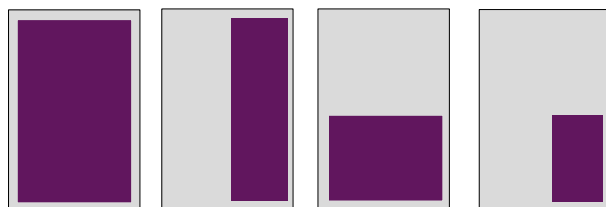
2020 Advertising Rate Card

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	

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

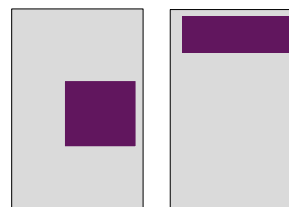


Full page
non-
bleed

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, Al Liburd at alliburd@wiley.com

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