

2020 Advertising Rate Card

Anaesthesia

Anaesthesia is the official journal of the Association of Anaesthetists and is international in scope and comprehensive in coverage. It publishes original, peer-reviewed articles on all aspects of general and regional anaesthesia, intensive care and pain therapy, including research on equipment.

Although primarily a clinical journal, we welcome submissions or basic science papers if the authors can demonstrate their clinical relevance. Anaesthesia is aimed at consultant and trainee practitioners involved in all branches of anaesthesia, intensive care medicine (including specialists from other disciplines) and pain therapy and also non-medical staff working in those areas..

Contact information

corporatesaleseurope@wiley.com

Editorial information

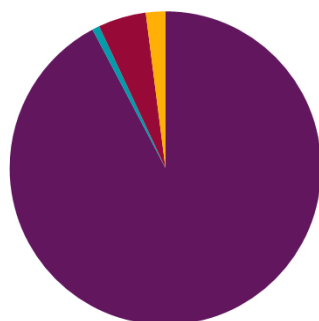
Dr Steve Yentis, London, UK

Impact Factor 5.879

Audience

Practising anaesthetists, anaesthetists in training, intensive care specialists, medical researchers within the pharmaceutical industry and all involved

Circulation: 9,012



■ UK 8,142
■ USA 73
■ Europe 439
■ Rest of world 355



**Association
of Anaesthetists**



Advertising Rates

| Ad size | 2020 Price |
|--------------------|------------|
| Premium position | £2,006 |
| Full page colour | £1,779 |
| Full page mono | £750 |
| Half page colour | £1,580 |
| Half page mono | £514 |
| Quarter page mono | £329 |
| Double page spread | £3,193 |

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 | 12 Dec 19 |
| 75:2 | 19 Dec 19 | 26 Dec 19 | 16 Jan 20 |
| 75:3 | 16 Jan 20 | 23 Jan 20 | 13 Feb 20 |
| 75:4 | 13 Feb 20 | 20 Feb 20 | 12 Mar 20 |
| 75:5 | 19 Mar 20 | 26 Mar 20 | 16 Apr 20 |
| 75:6 | 16 Apr 20 | 23 Apr 20 | 14 May 20 |
| 75:7 | 14 May 20 | 21 May 20 | 11 Jun 20 |
| 75:8 | 18 Jun 20 | 25 Jun 20 | 16 Jul 20 |
| 75:9 | 16 Jul 20 | 23 Jul 20 | 13 Aug 20 |
| 75:10 | 14 Aug 20 | 21 Aug 20 | 11 Sept 20 |
| 75:11 | 17 Sept 20 | 24 Sept 20 | 15 Oct 20 |
| 75:12 | 16 Oct 20 | 23 Oct 20 | 13 Nov 20 |

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Additional advertising solutions

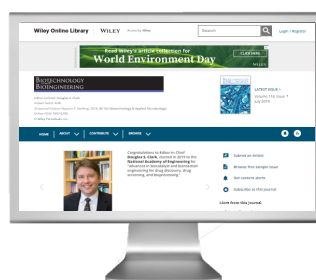


ePDF advertising

A PDF article advertisement is an exclusive cover page advertisement, 10x larger than the average digital placement. It enables you to deliver your marketing message with an exclusive placement. High visibility, and excellent performance metrics demonstrates the impactful nature of the position.

Average CTR

7.13%



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.

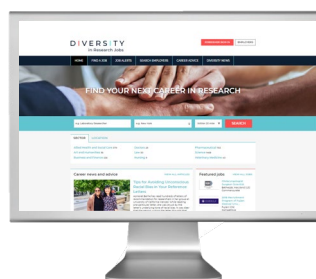
Average CTR
Unique users
Average page views

0.09%
138,879
388,052



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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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

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