

# 2020 Advertising Rate Card

## Pediatric Pulmonology

The only international journal devoted to both basic and clinical research in pediatric lung diseases, *Pediatric Pulmonology* publishes reports on laboratory research and clinical investigations or observations concerning the respiratory system during its entire development from the foetal stage throughout childhood and adolescence. It is the foremost global journal studying the respiratory system in disease and in health as it develops from intrauterine life through adolescence to adulthood. It is the definitive forum for investigations in childhood respiratory disorders..

### Contact information

[corporatesaleseurope@wiley.com](mailto:corporatesaleseurope@wiley.com)

### Editorial information

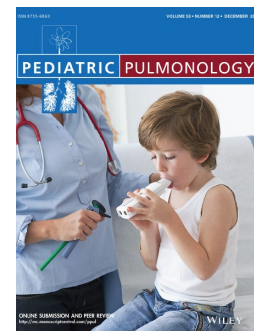
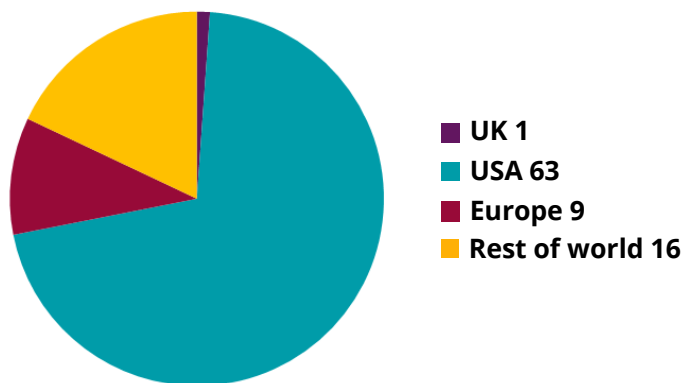
Editor: Thomas Murphy

**Impact Factor** 2,758

### Audience

Pediatric pulmonologists, paediatricians, neonatologists, pulmonologists, perinatologists, pediatric allergists, asthma specialists, specialists in cystic fibrosis, thoracic surgeons, pediatric surgeons

**Circulation:** 89



### Advertising Rates

Ad size	2020 Price
Full page (1)	£355
Half page (1)	£248
Quarter page (1)	£161
Full page (6)	£343
Half page (6)	£241
Quarter page (6)	£156
Full page (12)	£334
Half page (12)	£233
Quarter page (12)	£147

**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
55:1	25 Nov 19	02 Dec 19	23 Dec 19
55:2	23 Dec 19	30 Dec 19	21 Jan 20
55:3	22 Jan 20	29 Jan 20	20 Feb 20
55:4	25 Feb 20	03 Mar 20	25 Mar 20
55:5	25 Mar 20	01 Apr 20	23 Apr 20
55:6	22 Apr 20	29 Apr 20	21 May 20
55:7	26 May 20	02 Jun 20	24 Jun 20
55:8	24 Jun 20	01 Jul 20	23 Jul 20
55:9	27 Jul 20	03 Aug 20	24 Aug 20
55:10	26 Aug 20	02 Sept 20	24 Sept 20
55:11	23 Sept 20	30 Sept 20	22 Oct 20
55:12	21 Oct 20	28 Oct 20	19 Nov 20

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## Additional advertising solutions



### Online advertising

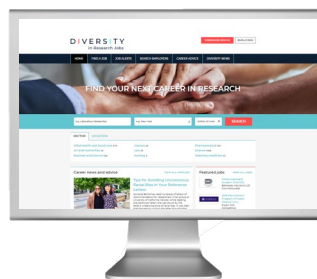
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	15,308
Average page views	50,785



### 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](mailto:corporatealeurope@wiley.com)

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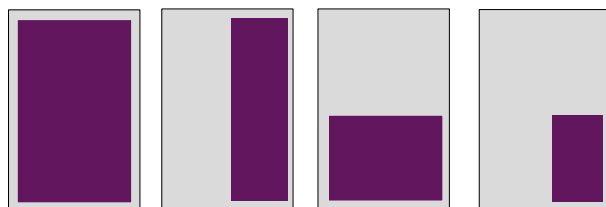
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## Mechanical Requirements

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, Sarah Young at [syoung@wiley.com](mailto:syoung@wiley.com)

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