

2020 Advertising Rate Card

Journal of Clinical Periodontology

Journal of Clinical Periodontology was founded by the British, Dutch, French, German, Scandinavian, and Swiss Societies of Periodontology. This Journal's aim is to convey scientific progress in periodontology to those concerned with application of this knowledge for the benefit of the dental health of the community. It addresses itself primarily to clinicians, general practitioners, periodontists, as well as to teachers and administrators involved in the organisation of prevention and treatment of periodontal disease.

The Journal publishes original contributions of high scientific merit in the field of physiology and pathology of the periodontium, diagnosis, epidemiology and prevention and therapy of periodontal disease, review articles by experts on new developments in basic and applied periodontal science, advances in periodontal technique and instrumentation, and case reports which illustrate important new information.

Contact information

corporate@wiley.com

Editorial information

Editor-in-Chief

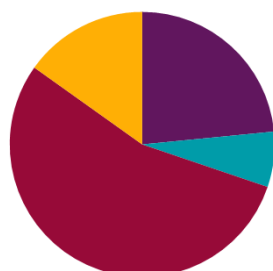
Dr Maurizio Tonetti, University of Hong Kong

Impact Factor 4.164

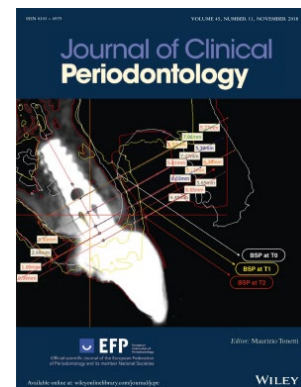
Audience

Clinicians, general practitioners, periodontists, teachers and administrators involved in the organisation of prevention and treatment of periodontal disease

Circulation: 879



■ UK 207
■ USA 51
■ Europe 495
■ Rest of world 126



Advertising Rates

| Ad size | 2020 Price |
|---------------------------------|------------|
| Premium position OBC colour | £2,649 |
| Premium position double page | £3,978 |
| Premium position full page | £2,542 |
| Premium position full page mono | £1,535 |
| Regular double page spread | £3,180 |
| Regular full page colour | £1,984 |
| Regular full page mono | £1,195 |

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 |
|------------|------------------|---------------|------------------|
| 47:1 | 18 Nov 19 | 25 Nov 19 | 16 Dec 19 |
| 47:2 | 23 Dec 19 | 30 Dec 19 | 20 Jan 20 |
| 47:3 | 20 Jan 20 | 27 Jan 20 | 17 Feb 20 |
| 47:4 | 19 Feb 20 | 26 Feb 20 | 19 Mar 20 |
| 47:5 | 19 Mar 20 | 26 Mar 20 | 17 Apr 20 |
| 47:6 | 20 Apr 20 | 27 Apr 20 | 18 May 20 |
| 47:7 | 20 May 20 | 27 May 20 | 18 Jun 20 |
| 47:8 | 22 Jun 20 | 29 Jun 20 | 20 Jul 20 |
| 47:9 | 20 Jul 20 | 27 Jul 20 | 17 Aug 20 |
| 47:10 | 20 Aug 20 | 27 Aug 20 | 18 Sept 20 |
| 47:11 | 21 Sept 20 | 28 Sept 20 | 19 Oct 20 |
| 47:12 | 22 Oct 20 | 29 Oct 20 | 20 Nov 20 |

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Additional advertising solutions



Online advertising

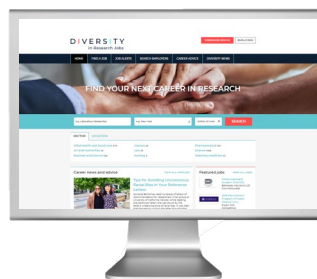
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

| | |
|--------------------|---------|
| Average CTR | 0.02% |
| Unique users | 21,688 |
| Average page views | 101,154 |



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, Izabela Mayne
at imayne@wiley.com

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