

# 2020 Advertising Rate Card

## Clinical Endocrinology

*Clinical Endocrinology* publishes papers and reviews which focus on the clinical aspects of endocrinology, including the clinical application of molecular endocrinology. It does not publish papers relating directly to diabetes care and clinical management. It features reviews, original papers, commentaries, correspondence and Clinical Questions. *Clinical Endocrinology* is essential reading not only for those engaged in endocrinological research but also for those involved primarily in clinical practice.

### Contact information

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

### Editorial information

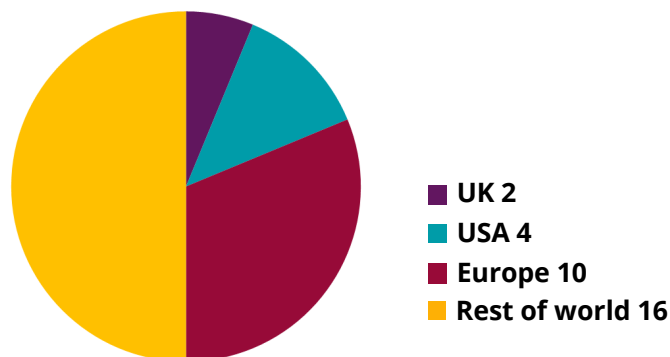
Editors-in-Chief: Professor John Newll-Price & Dr Aled Rees

**Impact Factor** 2.897

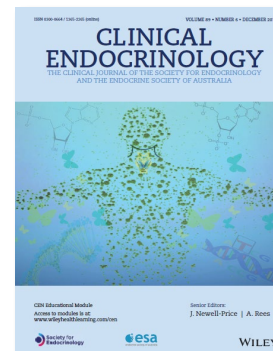
### Audience

Practicing clinicians and scientists working in hospitals as research workers and laboratory technicians.

**Circulation:** 31



ENDOCRINE  
SOCIETY



### 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
92:1	13 Nov 19	20 Nov 19	12 Dec 19
92:2	16 Dec 19	23 Dec 19	13 Jan 20
92:3	16 Jan 20	23 Jan 20	14 Feb 20
92:4	17 Feb 20	24 Feb 20	16 Mar 20
92:5	16 Mar 20	23 Mar 20	13 Apr 20
92:6	15 Apr 20	22 Apr 20	14 May 20
93:1	18 May 20	25 May 20	15 Jun 20
93:2	15 Jun 20	22 Jun 20	13 Jul 20
93:3	16 Jul 20	23 Jul 20	14 Aug 20
93:4	17 Aug 20	24 Aug 20	14 Sept 20
93:5	14 Sept 20	21 Sept 20	12 Oct 20
93:6	15 Oct 20	22 Oct 20	13 Nov 20

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## Additional advertising solutions



### Online advertising

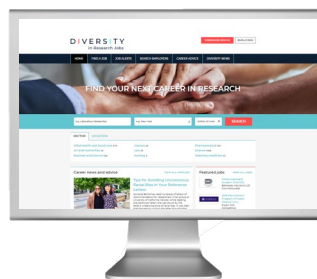
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	27,812
Average page views	78,744



### 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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## 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, 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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