

2020 Advertising Rate Card

The Obstetrician & Gynaecologist

The Obstetrician & Gynaecologist (TOG) is a peer-reviewed professional development resource for all health professionals working in the field of obstetrics and gynaecology. It primarily publishes review articles with accompanying CPD/CME questions, but its scope also extends to clinical governance, education and practical tips articles. Subspecialty collections are available online as well as infographics for selected articles for easy recall of key statistics and information. With its mixture of high-quality, peer reviewed articles, TOG is an ideal resource for continuing professional development in women's health.

Contact information

corporatesaleseurope@wiley.com

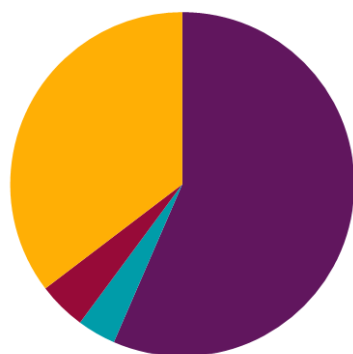
Editorial information

Editor-in-chief: Kate Harding FRCOG

Audience

The print version is sent to all RCOG Fellows, members and registered trainees worldwide, providing them with CPD creditable questions. The journal is relevant to all trainees and health professionals working within the field of obstetrics and gynaecology

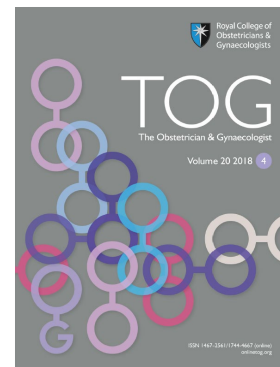
Circulation: 11,344



■ UK 6,290
■ USA 399
■ Europe 498
■ Rest of world 4,157



Royal College of
Obstetricians &
Gynaecologists



Advertising Rates

Ad size	2020 Price
Premium position	£2,030
Full page colour	£1,845
Full page mono	£732
Half page colour	£1,541
Half page mono	£501
Quarter page mono	£321
Double page spread	£3,697

Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information

Issue & closing dates

Frequency - Quarterly

Issue Date	Booking deadline	Materials due	Publication date
22:1	28 Nov 19	28 Nov 19	16 Jan 20
22:2	27 Feb 20	27 Feb 20	15 Apr 20
22:3	09 Jun 20	09 Jun 20	16 Jul 20
22:4	07 Sept 20	07 Sept 20	15 Oct 20

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Additional advertising solutions



Online advertising

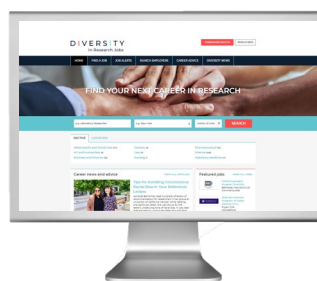
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	68,187
Average page views	278,293



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
corporatealeseurope@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

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