

# 2020 Advertising Rate Card

## Equine Veterinary Journal

**Equine Veterinary Journal (EVJ)** publishes evidence to improve clinical practice or expand scientific knowledge underpinning equine veterinary medicine.

This unrivalled international scientific journal appears six times per year, containing articles with original and potentially important findings with potential for progress in clinical practice. Contributions are received from sources worldwide, including North America, Europe and Australia. EVJ produces Supplements and Special Issues devoted to specific topics, such as; Immunology, Colic, Evidence-Based Medicine, Laminitis and Conformation.

### Contact information

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

### Editorial information

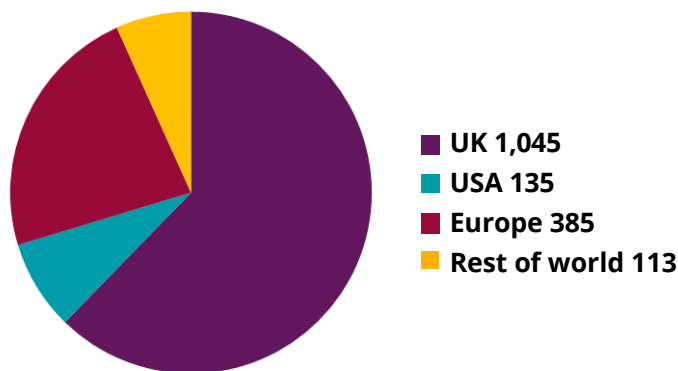
Editor: Celia Marr

**Impact Factor** 2.115

### Audience

Researchers and clinical specialists including all BEVA members, including online subscribers.

**Circulation:** 1,649



### Advertising Rates

| Ad size                    | 2020 Price |
|----------------------------|------------|
| Premium position IBC & IFC | £1,717     |
| Premium position OBC       | £1,957     |
| Full page colour           | £1,642     |
| Full page mono             | £857       |
| Half page colour           | £929       |
| Half page mono             | £421       |
| Quarter page mono          | £226       |
| Double page spread         | £2,354     |

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

### Issue & closing dates

Frequency x6 issues a year

| Issue Date | Booking deadline | Materials due | Publication date |
|------------|------------------|---------------|------------------|
| 52:1       | 06 Nov 19        | 20 Nov 19     | 09 Dec 19        |
| 52:2       | 09 Jan 20        | 23 Jan 20     | 11 Feb 20        |
| 52:3       | 09 Mar 20        | 21 Mar 20     | 09 Apr 20        |
| 52:4       | 08 May 20        | 22 May 20     | 10 Jun 20        |
| 52:5       | 06 Jul 20        | 18 Jul 20     | 06 Aug 20        |
| 52:6       | 07 Sept 20       | 19 Sept 20    | 08 Oct 20        |

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## Additional advertising solutions



### Online advertising

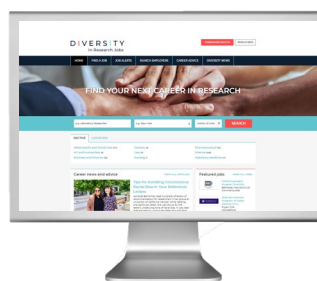
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

|                    |         |
|--------------------|---------|
| Average CTR        | 0.04%   |
| Unique users       | 38,806  |
| Average page views | 281,561 |



### 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, Izabela Mayne at [imayne@wiley.com](mailto:imayne@wiley.com)

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