

2020 Advertising Rate Card

Journal of Thrombosis and Haemostasis

The Journal of Thrombosis and Haemostasis (JTH) is the official journal of the International Society on Thrombosis and Haemostasis. The mission of JTH is to advance science related to the important medical problems of thrombosis, bleeding disorders and vascular biology through the diffusion and exchange of information and ideas within the international research community. The Journal publishes high quality, original research reports, state of the art reviews, brief reports, case reports, invited commentaries on publications in the Journal, forum articles, correspondence and announcements. Editors invite both fundamental and clinical contributions.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editors: Pieter Reitsma and Frits Rosendaal

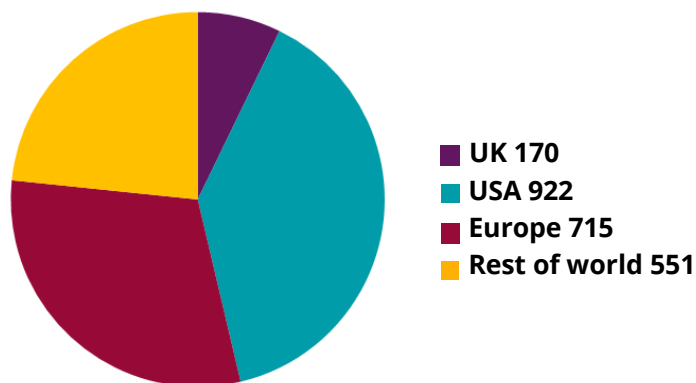
Publisher: Jennifer English – jenglish@wiley.com

Impact Factor 4.899

Audience

Those working in haematology, research science, vascular medicine, cardiology and cardiovascular surgery.

Circulation: 2,358



Advertising Rates

Ad size	2020 Price
Full page (1)	£1,029
Half page (1)	£721
Quarter page (1)	£468
Full page (6)	£999
Half page (6)	£699
Quarter page (6)	£454
Full page (12)	£968
Half page (12)	£676
Quarter page (12)	£440
Colour rates (in addition to above)	£854

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

Issue & closing dates

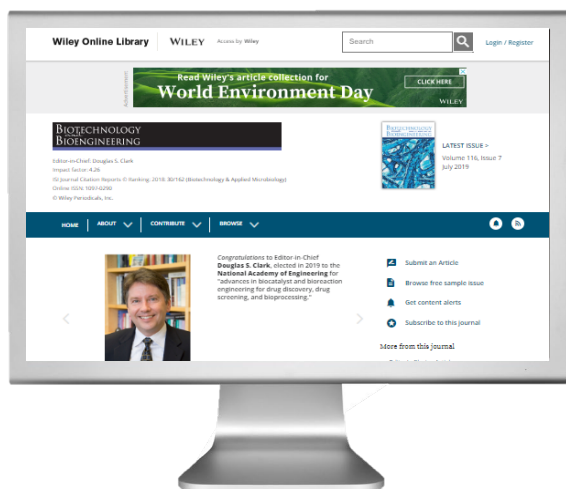
Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
18:1	05 Dec 19	12 Dec 19	03 Jan 20
18:2	06 Jan 20	13 Jan 20	03 Feb 20
18:3	03 Feb 20	10 Feb 20	03 Mar 20
18:4	05 Mar 20	12 Mar 20	03 Apr 20
18:5	06 Apr 20	13 Apr 20	04 May 20
18:6	05 May 20	12 May 20	03 Jun 20
18:7	04 Jun 20	11 Jun 20	03 Jul 20
18:8	06 Jul 20	13 Jul 20	03 Aug 20
18:9	05 Aug 20	12 Aug 20	03 Sept 20
18:10	03 Sept 20	10 Sept 20	02 Oct 20
18:11	05 Oct 20	12 Oct 20	03 Nov 20
18:12	04 Nov 20	11 Nov 20	03 Dec 20

WILEY

2020 Advertising Rate Card

Additional advertising solutions



Online advertising

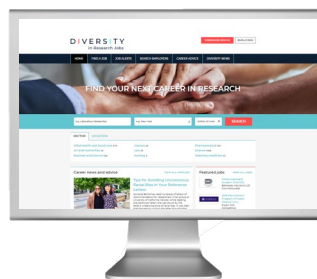
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.08%
Unique users	32,288
Average page views	92,808



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

WILEY

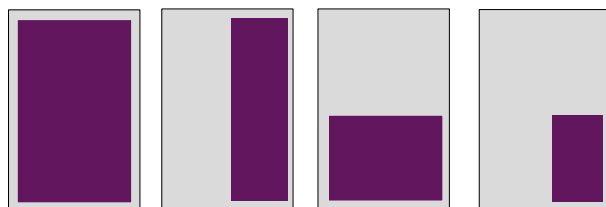
2020 Advertising Rate Card

Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	254mm x 178mm	282mm x 216mm
Double page spread		283mm x 178mm
Half page - vertical	254mm x 90mm	
Half page - horizontal	127mm x 178mm	
Quarter page	127mm 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: Perfect. Publication jogs to the head
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 printadtraffic@wiley.com

WILEY