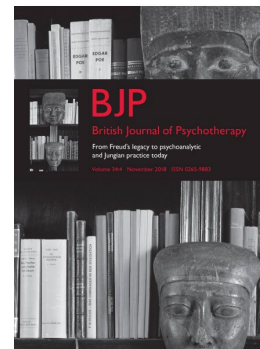


# 2020 Advertising Rate Card

## British Journal of Psychotherapy



*The British Journal of Psychotherapy* is a journal for psychoanalytic and Jungian-analytic thinkers, with a focus on both innovative and everyday work on the unconscious in individual, group and institutional practice. As an analytic journal, it has long occupied a unique place in the field of psychotherapy journals with an Editorial Board drawn from a wide range of psychoanalytic, psychoanalytic psychotherapy, psychodynamic, and analytical psychology training organizations. As such, its psychoanalytic frame of reference is wide-ranging and includes all schools of analytic practice. Conscious that many clinicians do not work only in the consulting room, the Journal encourages dialogue between private practice and institutionally based practice. Recognizing that structures and dynamics in each environment differ, the Journal provides a forum for an exploration of their differing potentials and constraints. Mindful of significant change in the wider contemporary context for psychotherapy, and within a changing regulatory framework, the Journal seeks to represent current debate about this context.

### Contact information

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

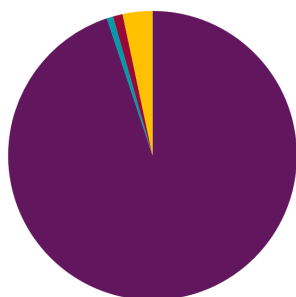
### Editorial information

Editor-in-Chief: Ann Scott – The British Association of Psychotherapists

### Audience

Practicing clinicians, psychotherapists including members of the British Association of Psychotherapy and other key Psychotherapy institutes in the UK.

**Circulation:** 1,572



■ UK 1,481
■ USA 11
■ Europe 17
■ Rest of world 52

### Advertising Rates

Ad size	2020 Price
Full page mono	£576
Half page mono	£404
Quarter page mono	£312

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

### Issue & closing dates

Frequency x4 issues a year

Issue Date	Booking deadline	Materials due	Publication date
36:1	18 Dec 19	25 Dec 19	21 Jan 20
36:2	16 Mar 20	23 Mar 20	17 Apr 20
36:3	15 Jun 20	22 Jun 20	17 Jul 20
36:4	16 Sept 20	23 Sept 20	20 Oct 20

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# 2020 Advertising Rate Card

## Additional advertising solutions



### Online advertising

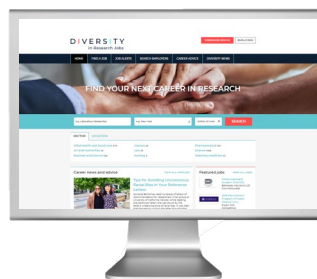
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.07%
Unique users	18,345
Average page views	55,525



### 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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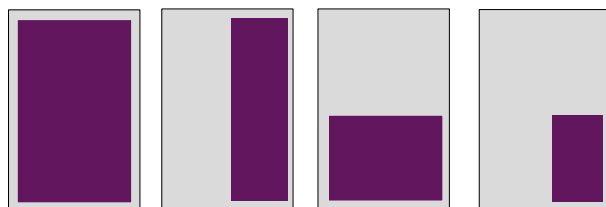
# 2020 Advertising Rate Card

## Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	254mm x 178mm	282mm x 216mm
Half page - vertical	254mm x 89mm	
Half page - horizontal	127mm x 178mm	
Quarter page	127mm x 89mm	

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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