

2020 Advertising Rate Card

Clinical and Experimental Dermatology

Clinical and Experimental Dermatology (CED) is a unique provider of relevant and accessible material of educational value to practising clinicians and dermatological researchers. In supporting the continuing professional development (CPD) of dermatology specialists, the journal aims to advance understanding, management and treatment of skin disease and improve patient outcomes.

In addition to a dedicated CPD section, CED publishes review articles, original papers, concise reports and items of correspondence. CED is an official organ of the British Association of Dermatologists but attracts contributions from all countries in which sound clinical practice is conducted, and its circulation is equally international. Journal content and further information including author guidelines and submission details can be found online at www.clinexpdermatol.org.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editor: Dr Alexa Shipman

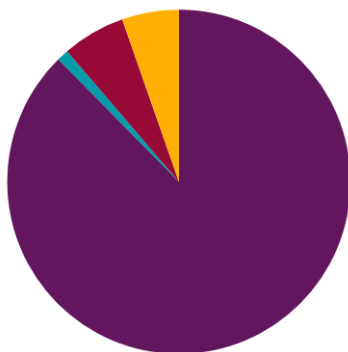
Publisher: John Caufield, john@bad.org.uk

Impact Factor 1.771

Audience

Clinicians, academics and researchers in dermatology. The journal is received by all members of the BAD

Circulation: 1,966



■ UK 1,738
■ USA 24
■ Europe 111
■ Rest of world 89



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 x8 issues a year

Issue Date	Booking deadline	Materials due	Publication date
45:1	15 Nov 19	22 Nov 19	16 Dec 19
45:2	17 Jan 20	24 Jan 20	17 Feb 20
45:3	14 Feb 20	21 Feb 20	16 Mar 20
45:4	17 Apr 20	24 Apr 20	17 May 20
45:5	15 May 20	22 May 20	15 Jun 20
45:6	12 Jun 20	19 Jun 20	13 Jul 20
45:7	14 Aug 20	21 Aug 20	14 Sept 20
45:8	16 Oct 20	23 Oct 20	16 Nov 20

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Additional advertising solutions



Online advertising

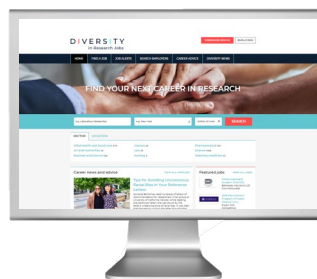
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	49,401
Average page views	58,693



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

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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, 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 our print advertising production specialist, Sarah Young at syoung@wiley.com

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