

2020

Practical Diabetes

Media kit

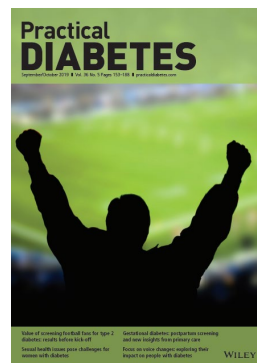
Practical Diabetes

Practical Diabetes publishes practical, clinical articles from some of the leading names in diabetes care.

With over 30 years in print, the journal has a prestigious multi-disciplinary editorial board and applies a rigorous peer review process.

Practical Diabetes publishes 6 times a year and features original research, case reports, policy profiles and drug notes.

Contact our sales team for more information on the content and advertising options available.



AT A GLANCE

11,809
recipients in print

4,221
recipients of
the eNewsletter

178,631*
average unique
page views, 24%
increase since last year

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CONTACT INFORMATION

Schedule

Issue & publishing date	Booking deadline	Artwork deadline	eNewsletter booking deadline
37:1 06 February 2020	24 January 2020	28 January 2020	29 January 2020
37:2 02 April 2020	20 March 2020	26 March 2020	25 March 2020
37:3 04 June 2020	22 May 2020	26 May 2020	27 May 2020
37:4 05 August 2020	24 July 2020	27 July 2020	28 July 2020
37:5 07 October 2020	21 September 2020	25 September 2020	29 September 2020
37:6 02 December 2020	20 November 2020	23 November 2020	24 November 2020



Distribution

11,809 PRINT
DISTRIBUTION

**Practical
Diabetes** IS THE
MOST WIDELY READ UK-
BASED BI-MONTHLY
DIABETES JOURNAL

80%* OF DIABETES
SPECIALISTS READ
PRACTICAL DIABETES

*Hospital Doctor Media Survey 2019

HCPs in diabetes

GPs	
Hospital doctors	4,662
Paediatric consultants	
Hospital consultants	
Health advisors	

Nurse specialists 3,020

Diabetologists 2,117

Cardiologists 1,112

Dieticians & podiatrists 595

Pharmacists 233

Industry 32

Payers & commissioners 38

Delivery instructions

Bound inserts/outserts

Deliveries need to be booked in with the controller on 01952 585585 between 9-12 and 13:30-17:30, Monday to Friday

Delivery address:	Precision Colour Printing Site 2 Goods Inwards Haldane, Halesfield 1 Telford, Shropshire TF7 4QQ
Required:	Title of campaign Journal (title, issue and volume number) Quantity Individual copy weight Insert size Number of pallets/cartons Full or part quantity supplied Supplier's name Contact telephone number

Wrappers/loose inserts

Delivery address:	Full Spectrum Unit 19 Heronsgate Trading Estate Paycocke Road Basildon, Essex SS14 3EU
Required:	Title of campaign Journal (title, issue and volume number) Quantity Supplier's name

Rates & sizes

Format	Type area in mm (WxH)	Bleed size in mm	Trim area in mm	Price*
Whole page	175 x 270	216 x 303	210 x 297	£2,984
Prescribing information	55 x 244	67 x 303	61 x 297	£3,728
Double page spread	350 x 270	303 x 426	420 x 297	£4,015
Half horizontal	175 x 128	216 x 154	210 x 148	£1,836
Half vertical	95 x 270	303 x 111	105 x 297	
Quarter page	85 x 119	108 x 145	139 x 102	£1,224
Third page horizontal	174 x 75	216 x 101	210 x 95	£1,520
Half page double spread	350 x 128	426 x 154	420 x 148	£2,199
Gatefold (LHS)	341 x 270	417 x 303	411 x 297	£7,549
Gatefold (RHS)				
Bound inserts				
2 pages		Details on request		£3,637
4 pages				£3,900
Loose inserts up to				
10g		Details on request		£1,981
20g				£2,322
Outsert		Details on request		£2,928
Wrapper		Details on request		£4,225

*Promotional discounts on adverts booked in blocks of 6
Agencies receive a 10% discount



Digital advertising

Access the most relevant professionals engaging with premium content to maximise your campaign ROI. Digital advertising helps you reach specialist audiences through content they trust.

Find out how our digital advertising will help drive your brand marketing strategy by speaking to our advertising team today.

LEADERBOARD

- 728 X 90px
- Rich media accepted

FEATUREBOX / MPU

- 300 X 250px
- Rich media accepted

E-Newsletters

REACH THE EXPERTS

Readers opt-in to receive email alerts to stay current with the latest content published in Practical Diabetes. Gain exclusive positioning with three feature box positions to maximise your impact.

- Sent to 4,221 opted-in recipients
- Average unique open rate of 20.92% and unique click through rate of 6.36%*
- IAB industry standard positions linked to URL of your choice
- Reports on usage to track your ROI



Top feature box

250 x 300px
£464

Middle feature box

250 x 300px
£440

Bottom feature box

250 x 300px
£418

File size

Max. 200kb
Static GIF or JPG

Website advertising

ADS COMPATIBLE ON iOS AND ANDROID



Maximise your impact through a combination of interstitial, leaderboards and MPUs on www.practicaldiabetes.com

With **14,886** average monthly unique page views, you can be confident your message will resonate with those who work in the field.

Leaderboards

728 x 90px
£662

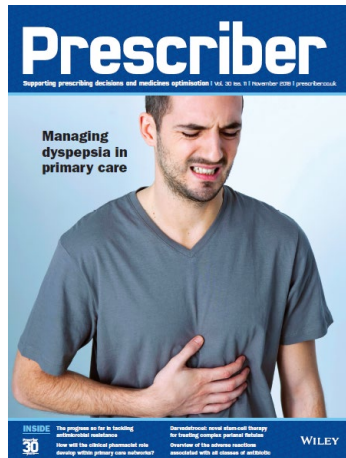
MPU

300 x 250px
£617

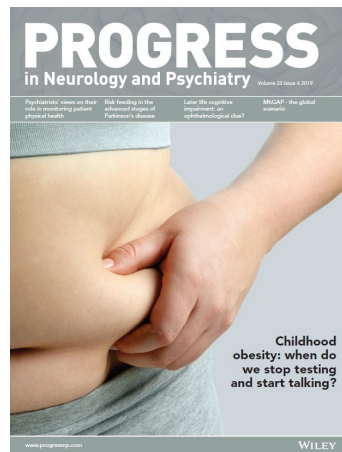
File size:

Max. 200kB
Static GIF or JPG

Sister publications



Prescriber is the independent voice of the UK prescribing community with over 1200 CCGs among its readership. It features news, clinical content, policy and regulatory updates



Progress in Neurology and Psychiatry is the only controlled circulation title focussed on neurology & psychiatry spanning the closely linked disciplines



Trends in Urology & Men's Health is edited by one of the world's leading prostate surgeons, Professor Roger Kirby. Trends specialises in topics that affect men's health from cardiovascular, urological, sexual and mental issues

Custom supplements

EXTEND YOUR BRAND ETHICALLY THROUGH PRACTICAL DIABETES

Our supplements enable brands to communicate news and information to a targeted readership of opinion leaders and decision makers. They can extend your brand's reach ethically by aligning with credible content.

Individually tailored supplements are peer reviewed and fully ABPI compliant. Our editors are ZINC trained to facilitate fast and effective approvals.

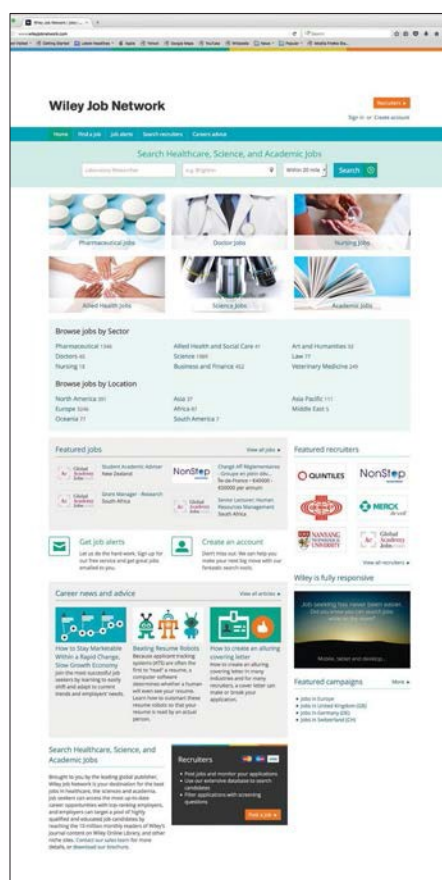


Recruitment

The Wiley Job Network is a global resource for employers seeking highly qualified candidates in numerous fields and specialties.

- Target over 10 million professionals
- Post contextual and geo-targeted job ads
- Search and save applications, résumés and CVs

We offer special search tools and products to help you find the ideal candidate for your organisation. Here are some of the basic advertising products we offer, contact us for more information.



STANDARD JOB AD

We post your job opportunity for one month

PREMIUM JOB AD

Ad includes corporate logo and highlighting on search results

FEATURED JOB AD

We post your ad on our home page

RÉSUMÉ AND CV SEARCH

Find your ideal candidate in our database

CONTACT US

Advertising and project sales

EMEA Corporate sales

E: corporatesaleseurope@wiley.com

Production enquiries

Izabela Mayne

Production/Advertising Coordinator

T: 01243 770182

E: imayne@wiley.com

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over four million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximise the impact of your brand.



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