

2020 Advertising Rate Card

Journal of the European Academy of Dermatology & Venereology

The Journal of the European Academy of Dermatology and Venereology (JEADV) publishes articles of general and practical interest in the field of dermatology and venereology including clinical and basic science topics, as well as research with practical implications. It does so through editorials, review and practice articles, original papers of general interest, short reports, letters to the editor, features and EADV announcements.

Contact information

corporatesaleseurope@wiley.com

Editorial information

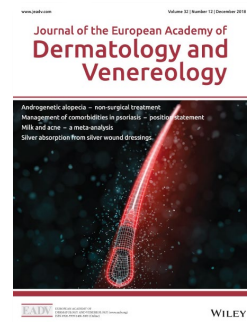
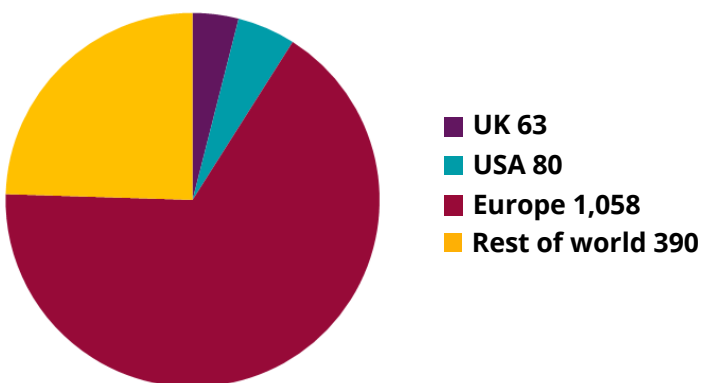
Editor: Prof. Dr. med. Dr phil. Johannes Ring
Johannes.ring@lrz.tum.de

Impact Factor 5.113

Audience

Clinicians and scientists in the field of dermatology and venerology. All members of the EADV have access to the online journal and can opt to receive a print subscription.

Circulation: 1,664



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 x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
34:1	18 Nov 19	25 Nov 19	17 Dec 19
34:2	19 Dec 19	26 Dec 19	17 Jan 20
34:3	21 Jan 20	28 Jan 20	19 Feb 20
34:4	18 Feb 20	25 Feb 20	18 Mr 20
34:5	18 Mar 20	25 Mar 20	16 Apr 20
34:6	20 Apr 20	27 Apr 20	18 May 20
34:7	20 May 20	27 May 20	18 Jun 20
34:8	17 Jun 20	24 Jun 20	16 Jul 20
34:9	20 Jul 20	27 Jul 20	17 Aug 20
34:10	19 Aug 20	26 Aug 20	17 Sept 20
34:11	17 Sept 20	24 Sept 20	16 Oct 20
34:12	20 Oct 20	27 Oct 20	18 Nov 20

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Additional advertising solutions



Online advertising

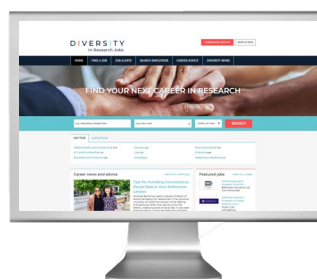
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	27,248
Average page views	80,546



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, 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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