

# 2020 Advertising Rate Card

## HIV Medicine

**HIV Medicine** aims to provide an alternative outlet for publication of international research papers in the field of HIV Medicine, embracing clinical, pharmacological, epidemiological, ethical, preclinical and in vitro studies.

In addition, the journal will commission reviews and other feature articles. It will focus on evidence-based medicine as the mainstay of successful management of HIV and AIDS. The journal is specifically aimed at researchers and clinicians with responsibility for treating HIV seropositive patients.

### Contact information

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

### Editorial information

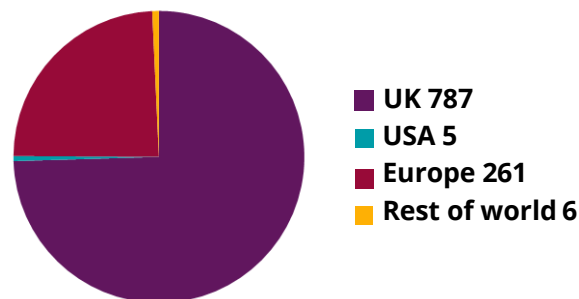
Professor Brian Gazzard  
Jens Lundgren

**Impact Factor** 3.734

### Audience

The journal is specifically aimed at researchers and clinicians with responsibility for treating HIV seropositive patients

**Circulation:** 1,063



### 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 x10 issues a year

Issue date	Booking deadline	Materials due	Publication date
21:1	18 Nov 19	25 Nov 19	16 Dec 19
21:2	16 Dec 19	23 Dec 20	13 Jan 20
21:3	20 Jan 20	27 Jan 20	17 Feb 20
21:4	13 Feb 20	20 Feb 20	13 Mar 20
21:5	16 Mar 20	23 Mar 20	13 Apr 20
21:6	18 May 20	25 May 20	15 Jun 20
21:7	15 Jun 20	22 Jun 20	13 Jul 20
21:8	15 Jul 20	22 Jul 20	13 Aug 20
21:9	17 Aug 20	24 Aug 20	14 Sept 20
21:10	16 Sept 20	23 Sept 20	15 Oct 20

WILEY

# 2020 Advertising Rate Card

## Additional advertising solutions

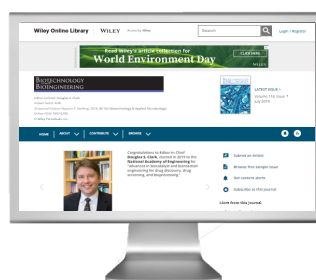


### ePDF advertising

A PDF article advertisement is an exclusive cover page advertisement, 10x larger than the average digital placement. It enables you to deliver your marketing message with an exclusive placement. High visibility, and excellent performance metrics demonstrates the impactful nature of the position.

Average CTR

12.78%



### 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.

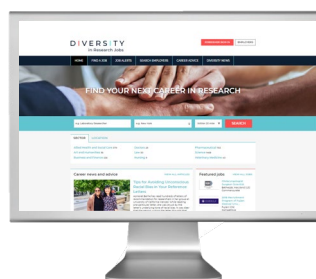
Average CTR  
Unique users  
Average page views

0.18%  
8,634  
26,429



### 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)

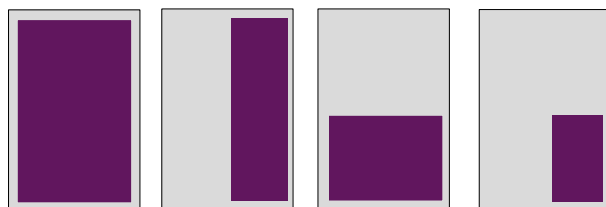
WILEY

# 2020 Advertising Rate Card

## 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	



Full page  
non-  
bleed

1/2  
page  
vertical

1/2  
page  
horizontal

1/4  
page

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px
ePDF advert	1237 x 1631px



MPU

Leaderboard

ePDF

## 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](mailto:syoung@wiley.com) and any online advertising to [onlineadtraffic@wiley.com](mailto:onlineadtraffic@wiley.com)

WILEY