

2020 Advertising Rate Card

Nursing In Critical Care

Nursing in Critical Care has a growing international circulation and readership. It publishes papers from many different countries and is supported by an international editorial board. *Nursing in Critical Care* publishes articles on all aspects of critical care nursing practice, research, education and management. This peer reviewed international journal is concerned with the whole spectrum of skills, knowledge and attitudes utilised by practitioners in any setting where adults or children and their families are experiencing critical illness. Such settings encompass general and special hospitals.

Contact information

corporatesaleseurope@wiley.com

Editorial information

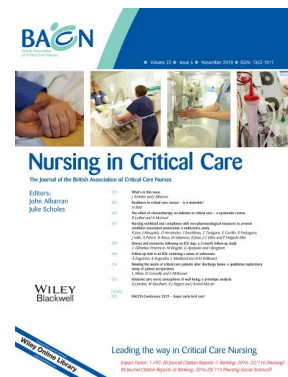
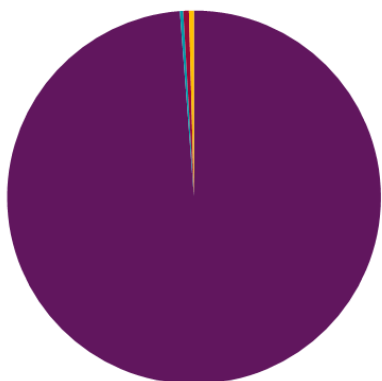
John Albarran

Impact Factor 1.639

Audience

Paediatric intensive care nurses, critical care nurses, accident and emergency nurses, cardiac nurses, neurology nurses, resuscitation team, nurse consultants, nurse managers

Circulation: 1,906



Advertising Rates

Ad size	2020 Price
Premium position	£1,391
Full page colour	£1,234
Full page mono	£713
Half page colour	£1,038
Half page mono	£528

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

Issue & closing dates

Frequency x6 issues a year

Issue Date	Booking deadline	Materials due	Publication date
25:1	25 Dec 20	01 Jan 20	23 Jan 20
25:2	22 Jan 20	29 Jan 20	20 Feb 20
25:3	25 Mar 20	01 Apr 20	23 Apr 20
25:4	20 May 20	27 May 20	18 Jun 20
25:5	22 Jul 20	29 Jul 20	20 Aug 20
25:6	23 Sept 20	30 Sept 20	22 Oct 20

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Additional advertising solutions



Online advertising

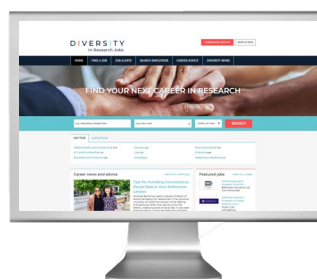
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	25,951
Average page views	79,856



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
corporatesaleseurope@wiley.com

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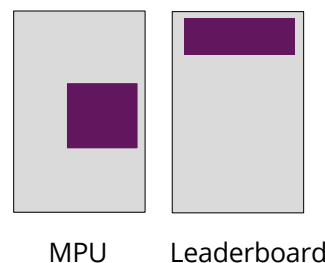
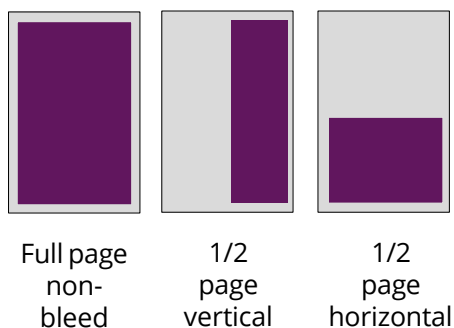
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Mechanical Requirements

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	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px



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

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