

2020 Advertising Rate Card

British Journal of Surgery

With an impact factor of 5.586, *BJS* is the premier surgical journal in Europe and one of the top six surgical periodicals in the world. Its international readership is reflected in the prestigious international Editorial Board, supported by a panel of over 1200 reviewers worldwide. *BJS* features the very best in clinical and laboratory-based research on all aspects of general surgery and related topics. Developing areas such as minimally invasive therapy and interventional radiology are strongly represented.

The inclusion of Leading Articles, Reviews and Original Articles means that the *BJS* offers an appropriate format for any length or type of submission. In addition there are abstracts from key meetings and correspondence.

Contact information

corporatesaleseurope@wiley.com

Editorial information

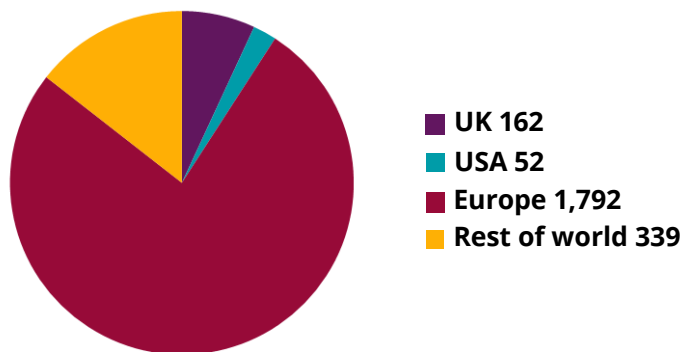
Editor-in-chief: Professor Des Winter
bjs@wiley.com

Impact Factor 5.586

Audience

BJS will be of interest not only to general surgeons, but also to specialty surgeons and those working in related fields, globally.

Circulation: 2,345



BJS



Advertising Rates

Ad size	2020 Price
Premium position	£2,006
Full page colour	£1,779
Full page mono	£750
Half page colour	£1,579
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
107:1	06 Nov 19	13 Nov 19	13 Dec 19
107:2**	02 Dec 19	09 Dec 19	17 Jan 20
107:3	19 Dec 19	26 Dec 19	24 Jan 20
107:4	09 Jan 20	16 Jan 20	14 Feb 20
107:5	06 Feb 20	13 Feb 20	13 Mar 20
107:6	09 Mar 20	16 Mar 20	14 Apr 20
107:7	09 Apr 20	16 Apr 20	15 May 20
107:8	08 May 20	15 May 20	15 Jun 20
107:9	12 Jun 20	19 Jun 20	17 Jul 20
107:10	10 Jul 20	17 Jul 20	14 Aug 20
107:11	10 Aug 20	17 Aug 20	14 Sept 20
107:12	09 Sept 20	16 Sept 20	15 Oct 20
107:13	08 Oct 20	15 Oct 20	13 Nov 20

WILEY

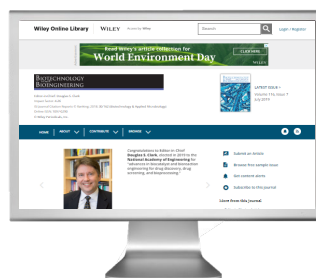
2020 Advertising Rate Card

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.



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

5.42%

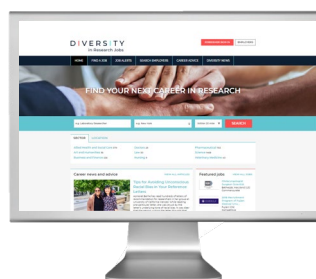
Unique users
Average page views

65,587
198,760



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

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	

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

Colour adverts only

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

WILEY