

# 2020 Advertising Rate Card

## Journal of Internal Medicine

*Journal of Internal Medicine (JIM)*, with its International Advisory Board, has developed into a highly successful journal since it was launched in its revised form in 1989. With an Impact Factor of 6.754, Journal of Internal Medicine now ranks 12th among the 154 journals in the General & Internal Medicine category.

It is published on behalf of the Association for Publication of the Journal of Internal Medicine and publishes original clinical work within the broad field of general and internal medicine and its sub-specialties.

### Contact information

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

### Editorial information

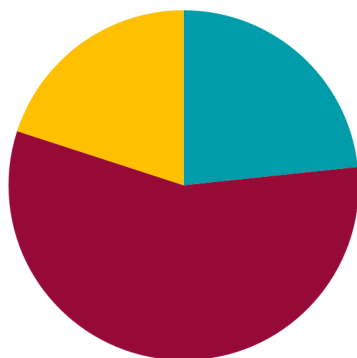
Editor-in-Chief: Ulf de Faire

Impact Factor 6.051

### Audience

Cardiology, oncology, neurology, inflammation, gastroenterology and nephrology but also on adjacent areas of medicine including clinical pharmacology, experimental research and epidemiology.

Circulation: 60



■ USA 14  
■ Europe 34  
■ Rest of world 12



### Advertising Rates

Ad size	2020 Price
Premium position	£1,927
Full page colour	£1,709
Full page mono	£740
Half page colour	£1,552
Half page mono	£500
Quarter page mono	£322
Double page spread	£3,132

**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
287:1	28 Nov 19	05 Dec 19	27 Dec 19
287:2	26 Dec 19	02 Jan 20	24 Jan 20
287:3	27 Jan 20	03 Feb 20	24 Feb 20
287:4	27 Feb 20	05 Mar 20	27 Mar 20
287:5	30 Mar 20	06 Apr 20	27 Apr 20
287:6	27 Apr 20	04 May 20	25 May 20
288:1	28 May 20	04 Jun 20	26 Jun 20
288:2	29 Jun 20	06 Jul 20	27 Jul 20
288:3	27 Jul 20	03 Aug 20	24 Aug 20
288:4	27 Aug 20	03 Sept 20	25 Sept 20
288:5	28 Sept 20	05 Oct 20	26 Oct 20
288:6	29 Oct 20	05 Nov 20	27 Nov 20

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## Additional advertising solutions



### Online advertising

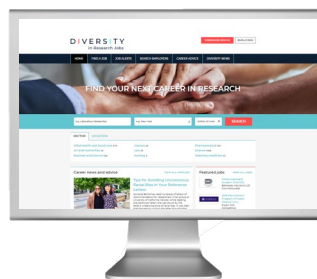
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.07%
Unique users	45,969
Average page views	85,315



### 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  
[corporatealeseurope@wiley.com](mailto:corporatealeseurope@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](mailto:syoung@wiley.com)

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