

# 2020 Advertising Rate Card

## Obesity



**Obesity** is owned by and is the official publication of The Obesity Society. The journal offers prompt publication of high-quality original research and presents new information in the areas of clinical nutrition medicine, pharmacology, nutrition medicine, genetics, adipogenesis, behavioral epidemiology, biophysics and lipid metabolism, exercise and human physiology, nutritional epidemiology, phenotyping, fat cell physiology, aging, neuroscience, transgenic models, metabolic syndrome, nutrition behavior, pediatric obesity, and adipocyte cell biology.

**Obesity** features a front section to help readers stay abreast of the latest information. This section includes: editorials, commentaries, reviews, information about articles of interest in the issue, and timely and relevant coverage of research that defines the field.

### Advertising & Sales Office

**MJ Drown**, Account Manager – Display Advertising

P: 781-388-8341 ~ E: [mdrown@wiley.com](mailto:mdrown@wiley.com)

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For sponsorships, supplements, microsites and custom projects, please contact [busdev@wiley.com](mailto:busdev@wiley.com)

### Publisher & Editorial Office

**Wiley**

101 Station Landing, Suite 300, Medford, MA 02155

**Kassie Stovell**: Journal Publishing Manager

### Editorial Information

**Editor-in-Chief**: Eric Ravussin

**Associate Editor-in-Chief**: Donna Ryan, PhD

**Origin of Editorial**: 100% submitted

**2018 Impact Factor**: 3.969

**ISI Journal Citation Reports® Ranking 2018**: 39/145

(Endocrinology & Metabolism); 19/86 (Nutrition & Dietetics)

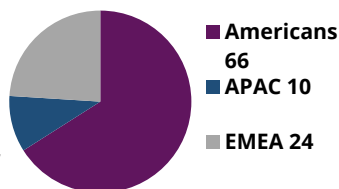
### Circulation

**Total Circulation**: 660

**Coverage**: Global

**Markets Served**:

Endocrinologists, cardiologists, gastroenterologists, nutritionists, dietitians, pediatricians, obstetricians, rheumatologists, general practitioners, surgeons, bariatric surgeons, funding bodies and policy makers with interests in obesity.



### Advertising Information

**Earned Rates**: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Agency Commission**: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Policy on Ad Placement**: Ads will be stacked. Please contact your sales rep for information on premium positions.

**Acceptance of Advertising**: All advertising is subject to the approval of the editors and publisher.

**Ask about digital advertising opportunities in *Obesity***

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,549	\$1,087	\$704
6x	\$1,502	\$1,050	\$683
12x	\$1,460	\$1,019	\$662
24x	\$1,412	\$987	\$641
36x	\$1,365	\$956	\$620
48x	\$1,318	\$924	\$599
60x	\$1,271	\$893	\$578
72x	\$1,223	\$856	\$557
84x	\$1,176	\$824	\$536
96x	\$1,134	\$788	\$515
108x	\$1,087	\$761	\$494
120x	\$1,040	\$725	\$473

Full-page advertisements in **Obesity** can be targeted to US or International only.

**Color Rates** (in addition to earned B&W rate):

4-color process: \$1,150

**Cover and Preferred Position** (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Table of Contents:	

Positions available on a non-cancelable basis.

**Inserts**: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

**WILEY**

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## Issuance & Closing Dates

**Frequency:** 12x per year

**Mailing Dates:** Approximately the 1st of every month

**2020 Closing Dates:**

Vol/ Iss	Cover Date	Reservations	Material Due	Inserts Due
28:1	January	11/18/19	11/25/19	12/2/19
28:2	February	12/20/19	12/27/19	1/3/20
28:3	March	1/22/20	1/29/20	2/5/20
28:4	April	2/20/20	2/27/20	3/5/20
28:5	May	3/20/20	3/27/20	4/3/20
28:6	June	4/21/20	4/28/20	5/5/20
28:7	July	5/22/20	5/29/20	6/5/20
28:8	August	6/19/20	6/26/20	7/3/20
28:9	September	7/22/20	7/29/20	8/5/20
28:10	October	8/21/20	8/28/20	9/4/20
28:11	November	9/18/20	9/25/20	10/2/20
28:12	December	10/21/20	10/28/20	11/4/20

## Mechanical Requirements

**Trim Size:** 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.875"
1/2 page vertical	4.2667"	11.875"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.875"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com).
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.

- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

## Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 1/8", foot no less than 0.125" or more than 0.875", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

## Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10pt. C2S

**Halftone Screen:** 133

**Type of Binding:** Perfect. Publication jogs to the head.

## Contacts

**Ship all advertising material and two insert examples to:**

**Wiley**

**Al Liburd**, Advertising Production Specialist

P: 201-748-8754

E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

**Ship inserts to:**

**The Sheridan Press**

Attn: Kim Herman

OBV, Volume, Issue

450 Fame Avenue, Hanover, PA 17331

P: 800-635-7181