

2020 Advertising Rate Card

Histopathology

Histopathology is an international journal which publishes high quality research from a broad range of areas within the field of diagnostic human pathology. This includes papers in which the research is solely based on morphological/histopathological techniques and those in which these are complemented by other methods and technologies such as proteomics or genomics. There is a strong focus of papers in which there is a clear impact on clinical outcomes including improved diagnosis, better prognostic information and prediction of response to therapies (tissue based stratified medicine). The journal also publishes papers that describe technical innovations which lead to improved diagnostic and prognostic information.

Contact information

corporatesaleseurope@wiley.com

Editorial information

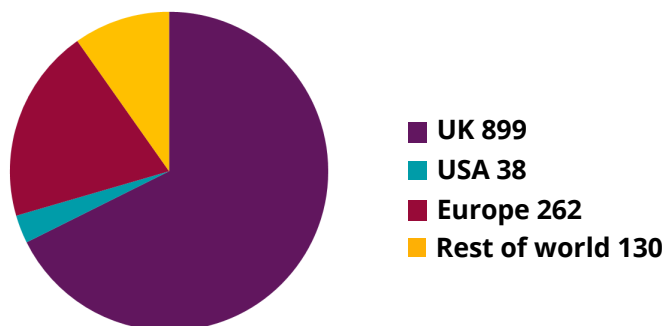
Alastair D Burt

Impact Factor 3.294

Audience

Diagnostic histopathologists and researchers in the clinicopathological field.

Circulation: 1,329



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 x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
76:1	22 Nov 19	29 Nov 19	20 Dec 19
76:2	22 Nov 19	29 Nov 19	20 Dec 19
76:3	19 Dec 19	26 Dec 19	17 Jan 20
76:4	22 Jan 20	29 Jan 20	20 Feb 20
76:5	20 Feb 20	27 Feb 20	20 Mar 20
76:6	19 Mar 20	26 Mar 20	17 Apr 20
76:7	20 Apr 20	27 Apr 20	18 May 20
77:1	21 May 20	28 May 20	19 Jun 20
77:2	18 Jun 20	25 Jun 20	17 Jul 20
77:3	22 Jul 20	29 Jul 20	20 Aug 20
77:4	20 Aug 20	27 Aug 20	18 Sept 20
77:5	17 Sept 20	25 Sept 20	16 Oct 20
77:6	22 Oct 20	29 Oct 20	20 Nov 20

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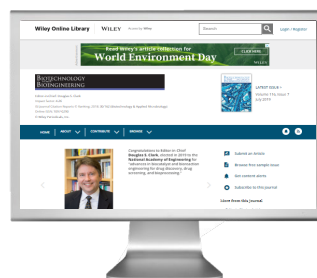
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Additional advertising solutions



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

3.77%

Average CTR

0.06%

Unique users

15,530

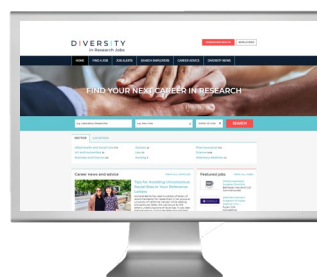
Average page views

52,002



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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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

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