

2020

# Progress in Neurology & Psychiatry

Media kit

# Progress in Neurology & Psychiatry

Progress has a unique position in the market spanning the closely linked disciplines of psychiatry and neurology.

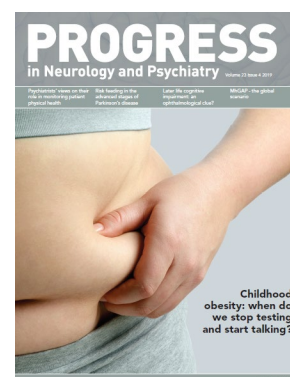
The fully peer-reviewed journal publishes a range of articles from original research and case note articles to opinion pieces and reviews. Contributors of the journal include thought leaders and professional groups including the Royal College of Psychiatrists, the International Society for Affective Disorders, the College of Mental Health Pharmacy and the Primary Care Neurology Society.

Contact our Advertising Sales team for more information.

## CONTENTS

- 2. ABOUT PROGRESS
- 3. SCHEDULE
- 4. DISTRIBUTION NUMBERS
- 5. DELIVERY INSTRUCTIONS
- 6. RATES & SIZES

- 7. DIGITAL ADVERTISING
- 8. E-NEWSLETTERS
- 9. SISTER PUBLICATIONS
- 10. RECRUITMENT AND CONTACT DETAILS



## AT A GLANCE

13,659  
recipients in print

4,130  
recipients of  
the eNewsletter

67,122  
average unique  
page views\*

# Schedule

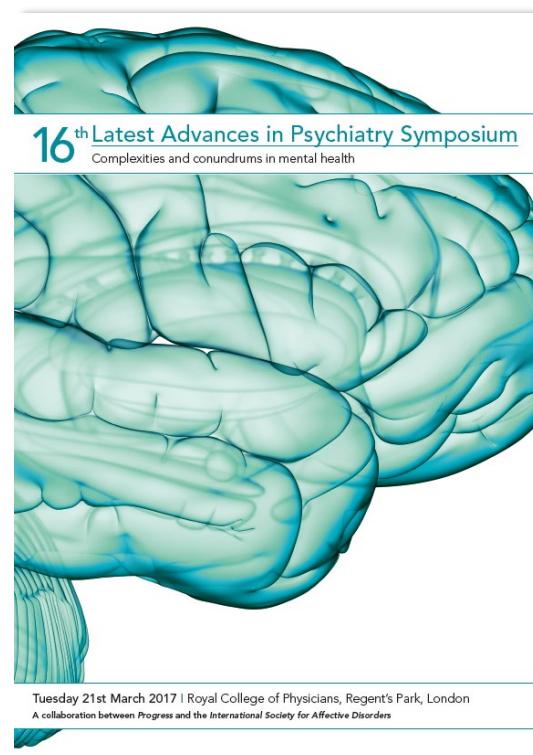
Issue & publishing date	Booking deadline	Artwork deadline	E-Newsletter booking deadline
<b>24:1</b> 13 February 2020	30 January 2020	03 February 2020	05 February 2020
<b>24:2</b> 13 May 2020	30 April 2020	04 May 2020	05 May 2020
<b>24:3</b> 12 August 2020	30 July 2020	03 August 2020	04 August 2020
<b>24:4</b> 11 November 2020	29 October 2020	02 November 2020	03 November 2020

## Latest Advances in Psychiatry Symposium

Wiley proudly organises the annual Latest Advances in Psychiatry symposium in association with the Royal College of Psychiatrists and the International Society for Affective Disorders.

With around 200 delegates in attendance each year, promotional opportunities are available for inclusion in the delegate bags.

Speak to us for more information.





## Distribution

**13,659**

PRINT DISTRIBUTION

**400%**

INCREASE OF AVERAGE  
UNIQUE WEBSITE PAGE  
VIEWS SINCE LAST YEAR

**56%\*** OF SENIOR  
DOCTORS IN  
PSYCHIATRY READ  
PROGRESS

\*Hospital Doctor Media Survey 2019

### Psychiatrists

Neuro psychiatrists	5,703
Consultant psychiatrists	
Paediatric psychiatrists	

### Geriatricians

Psycho-geriatricians	3,245
----------------------	-------

### Neurologists

Paediatric neurologists	2,317
Consultant & Senior grade neurologists	
Pain specialists	

### Specialist nurses

766

### GPs

979

### Pharmacists

202

### Hospital doctors

195

### Industry

20

# Delivery instructions

## Bound inserts/outserts

Deliveries need to be booked in with the controller on 01952 585585 between 9-12 and 13:30-17:30, Monday to Friday

**Delivery address:** Precision Colour Printing  
Site 2 Goods Inwards  
Haldane, Halesfield 1  
Telford, Shropshire  
TF7 4QQ

**Required:** Title of campaign  
Journal (title, issue and volume number)  
Quantity  
Individual copy weight  
Insert size  
Number of pallets/cartons  
Full or part quantity supplied  
Supplier's name  
Contact telephone number

## Wrappers/Loose inserts

**Delivery address:** Full Spectrum  
Unit 19 Heronsgate Trading Estate  
Paycocke Road  
Basildon, Essex  
SS14 3EU

**Required:** Title of campaign  
Journal (title, issue and volume number)  
Quantity  
Supplier's name

---



# Rates & sizes

Format	Type area in mm (W x H)	Bleed size in mm	Trim area in mm	Price*
Whole page	194 x 243	216 x 281	210 x 275	£1,812
PI (inside edge facing ad)	54 x 243	66 x 281	60 x 275	£2,274
PI (outside edge facing ad)	74 x 243	96 x 281	90 x 275	£2,274
Double page spread	404 x 243	426 x 281	420 x 275	£3,630
Half horizontal	194 x 120	216 x 143	210 x 137	£1,092
Half vertical	102 x 243	124 x 281	118 x 275	
Quarter page	89 x 121	111 x 143	105 x 137	£833
Third page horizontal	194 x 76	216 x 96	210 x 90	£822
Half page double spread	404 x 120	426 x 143	420 x 137	£1,691
Gatefold (LHS)	188 x 243	207 x 281	204 x 275	£5,492
Gatefold (RHS)	191 x 243	210 x 281	207 x 275	
Bound inserts				
2 pages		Details on request		£3,139
4 pages				£3,269
Loose inserts up to 10g		Details on request		£3,144
Outsert		Details on request		£2,450
Wrapper		Details on request		£3,134

\*Promotional discounts on adverts booked in blocks of 4

Agencies receive a 10% discount



Reach the most relevant professionals engaging with premium content to maximise your campaign ROI. Digital advertising helps you reach specialist audiences through content they trust.

Find out how our digital advertising will help drive your brand marketing strategy by speaking to our advertising team today.

**LEADERBOARD**

- 728 x 90px
- Rich media accepted

**FEATUREBOX/MPU**

- 300 x 250px
- Rich media accepted

# E-Newsletters

Readers opt in to receive email alerts to stay current with the latest content published in Progress in Neurology & Psychiatry. Gain exclusive positioning with three feature box positions to maximise your impact.

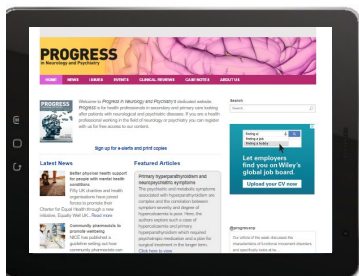
- Sent to 4,130 opted-in recipients
- Average open rate of 18.1% and click rate of 4.51%\*
- IAB industry standard positions linked to URL of your choice
- Reports on usage to track your ROI



Top feature box	Middle feature box	Bottom feature box	File size
250 x 300px	250 x 300px	250 x 300px	Max. 200kB
£454	£431	£409	Static GIF or JPG

## Website advertising

ADS COMPATABLE ON iOS AND ANDROID



Maximise your impact through a combination of interstitial, leaderboards and MPUs on [www.progressnp.com](http://www.progressnp.com)

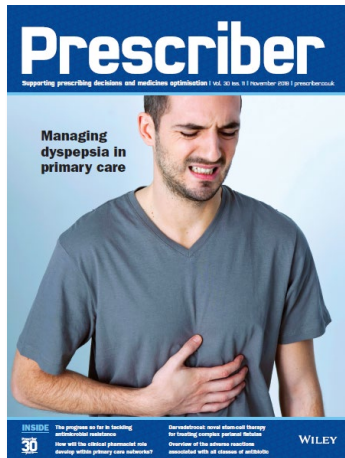
With **5,593** average monthly unique page views from our niche audience, you can be confident your message will resonate with those who work in the field.

Leaderboards	MPU	File size
728 x 90px	250 x 300px	Max. 200kb
£653	£653	Static GIF or JPG

\*Figures based on 2018-19 usage



# Sister publications



**Prescriber** is the independent voice of the UK prescribing community with over 1200 CCGs among its readership. It features news, clinical content, policy and regulatory updates



**Practical Diabetes** is widely read by hospital doctors as per the Hospital Doctor Media Survey 2019. Practical Diabetes publishes articles from leading names in diabetes care



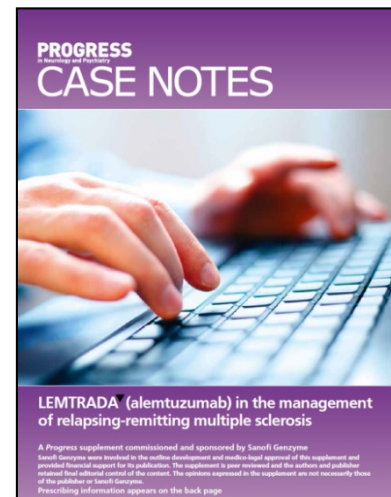
**Trends in Urology & Men's Health** is edited by one of the world's leading prostate surgeons, Professor Roger Kirby. Trends specialises in topics that affect men from cardiovascular, urological, sexual and mental health issues

## Custom supplements

EXTEND YOUR BRAND ETHICALLY THROUGH PROGRESS

Our supplements enable brands to communicate news and information to a targeted readership of opinion leaders and decision makers. They can extend your brand's reach ethically by aligning with credible content.

Individually tailored supplements are peer reviewed and fully ABPI compliant. Our editors are ZINC trained to facilitate fast and effective approvals.

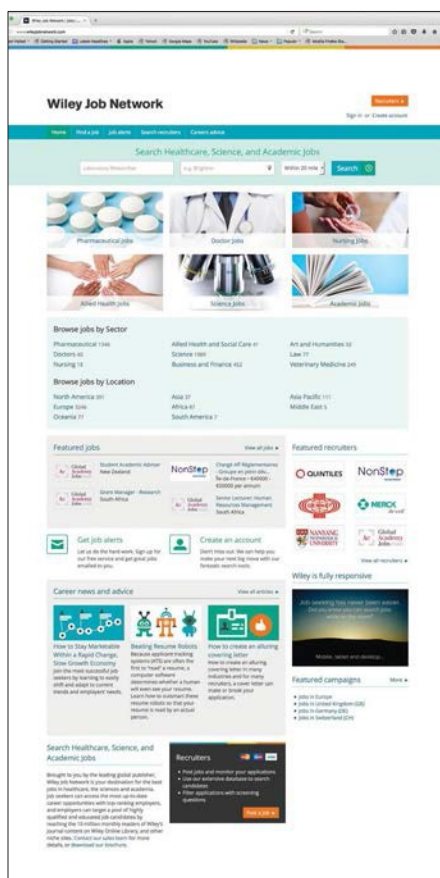


# Recruitment

The Wiley Job Network is a global resource for employers seeking highly qualified candidates in numerous fields and specialties.

- Target over 10 million professionals
- Post contextual and geo-targeted job ads
- Search and save applications, résumés and CVs

We offer special search tools and products to help you find the ideal candidate for your organisation. Here are some of the basic advertising products we offer, contact us for more information.



## STANDARD JOB AD

We post your job opportunity for one month

## PREMIUM JOB AD

Ad includes corporate logo and highlighting on search results

## FEATURED JOB AD

We post your ad on our home page

## RÉSUMÉ AND CV SEARCH

Find your ideal candidate in our database

## CONTACT US

### Advertising and project sales

#### EMEA Corporate sales

E: corporatesaleseurope@wiley.com

### Production enquiries

#### Izabela Mayne

Production/Advertising Coordinator

T: 01243 770182

E: imayne@wiley.com

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over four million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximise the impact of your brand.



WILEY