

2020 Advertising Rate Card

British Journal of Dermatology

The British Journal of Dermatology strives to publish the highest quality dermatological research. In so doing, the journal aims to advance understanding, management and treatment of skin disease and improve patient outcomes. The journal invites submissions under a broad scope of topics relevant to clinical and experimental research and publishes original articles, reviews, concise communications, case reports and items of correspondence. The journal is an official organ of the British Association of Dermatologists but attracts contributions from all countries in which sound research is carried out, and its circulation is equally international. The overriding criteria for publication are scientific merit, originality and interest to a multidisciplinary audience.

Contact information

corporatesaleseurope@wiley.com

Publisher & Editorial information

John Caulfield ~ john@bad.org.uk

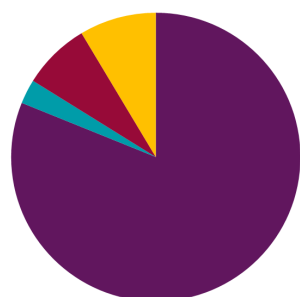
Dr John Ingram, Cardiff – editor

Impact Factor 6.714

Audience

Clinicians and academics as well as researchers in dermatology. The journal is received by all members of the BAD.

Circulation: 2,159



■ UK 1,749
■ USA 59
■ Europe 163
■ Rest of world 185



Advertising Rates

Ad size	2020 Price
Full page colour	£1,892
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
Premium position	£2,133
Double page spread	£3,790

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
182:1	18 Nov 19	25 Nov 19	03 Jan 20
182:2	19 Dec 20	20 Dec 20	05 Feb 20
182:3	20 Jan 20	27 Jan 20	03 Mar 20
182:4	17 Feb 20	24 Feb 20	03 Apr 20
182:5	18 Mar 20	25 Mar 20	05 May 20
182:6	20 Apr 20	27 Apr 20	03 Jun 20
183:1	18 May 20	25 May 20	03 Jul 20
183:2	17 Jun 20	24 Jun 20	05 Aug 20
183:3	20 Jul 20	27 Jul 20	03 Sept 20
183:4	18 Aug 20	25 Aug 20	05 Oct 20
183:5	17 Sept 20	24 Sept 20	03 Nov 20
183:6	19 Oct 20	26 Oct 20	03 Dec 20

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Additional advertising solutions



Online advertising

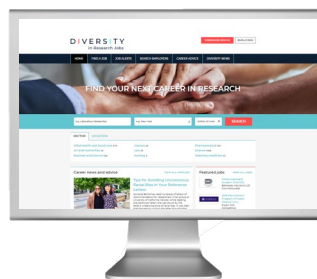
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.05%
Unique users	72,330
Average page views	260,979



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
corporatealeurope@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, and greyscale for black and white, 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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