

2020 Advertising Rate Card

Developmental Medicine & Child Neurology

Developmental Medicine & Child Neurology (DMCN) has defined the field of paediatric neurology and childhood-onset neurodisability for over 60 years. It is a multidisciplinary journal, one of the world's leading journals in the whole field of paediatrics. DMCN disseminates the latest clinical research results globally to enhance the care and improve the lives of disabled children and their families.

It is the official journal of the American Academy for Cerebral Palsy and Developmental Medicine (AAPDM), Australasian Academy of Cerebral Palsy and Developmental Medicine (AusACPDM), British Academy of Childhood Disability (BACD), British Paediatric Neurology Association (BPNA), European Academy of Childhood Disability (EACD), and Mexican Academy for Cerebral Palsy and Neurodevelopmental Disorders.

Contact information

corporatesaleseurope@wiley.com

Editorial information

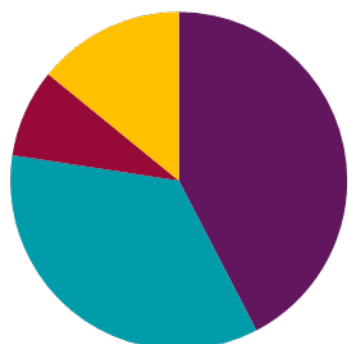
Editor: Dr Peter Baxter, The Rygate Children's Centre

Impact Factor 3.532

Audience

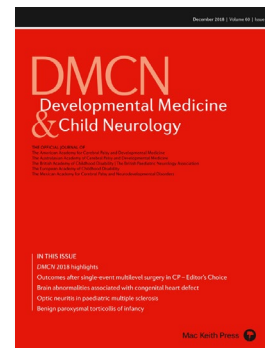
The journal is of interest both to specialists engaged in medical research and to clinicians in the field of paediatrics, genetics, orthopaedics, neurology and other relevant areas.

Circulation: 899



■ UK 381
■ USA 315
■ Europe 76
■ Rest of world 127

American Academy
for Cerebral Palsy and
Developmental Medicine



Advertising Rates

Ad size	2020 Price
Premium position	£2,133
Full page colour	£1,892
Full page mono	£750
Half page colour	£1,579
Half page mono	£514
Quarter page mono	£329
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
62:1	07 Nov 19	07 Nov 19	13 Dec 19
62:2	29 Nov 19	29 Nov 19	20 Jan 20
62:3	08 Jan 20	08 Jan 20	13 Feb 20
62:4	05 Feb 20	05 Feb 20	13 Mar 20
62:5	06 Mar 20	06 Mar 20	16 Apr 20
62:6	08 Apr 20	08 Apr 20	15 May 20
62:7	05 May 20	05 May 20	12 Jun 20
62:8	08 Jun 20	08 Jun 20	13 Jul 20
62:9	08 Jul 20	08 Jul 20	13 Aug 20
62:10	07 Aug 20	07 Aug 20	14 Sept 20
62:11	03 Sept 20	03 Sept 20	12 Oct 20
62:12	06 Oct 20	06 Oct 20	12 Nov 20

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Additional advertising solutions



Online advertising

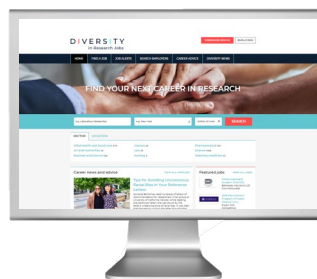
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.04%
Unique users	62,886
Average page views	176,402



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

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Mechanical Requirements

Journal trim size 297mm 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: Notch-slatted

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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