

2020 Advertising Rate Card

Immunology

Immunology is one of the longest-established immunology journals and is recognised as one of the leading journals in its field. We have global representation in authors, editors and reviewers. Immunology publishes papers describing original work in all areas of immunology including: cellular and molecular immunology; immunochemistry; immunogenetics; imaging; mathematical modelling; allergy; transplantation immunology; cancer immunology; clinical immunology.

Original articles describing mechanistic insights to the immune system are particularly welcome. The journal also publishes commissioned review articles on subjects of topical interest to immunologists. The editors are also prepared to consider unsolicited review suggestions in the form of submitted Abstracts. Immunology is essential reading for workers in all areas of immunological research.

Contact information

corporatesaleseurope@wiley.com

Publisher & Editorial information

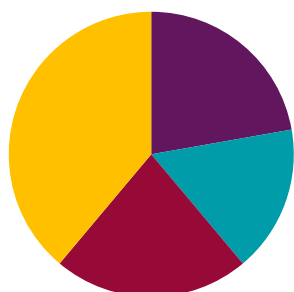
Simon Milling

Impact Factor 4.147

Audience

Research workers and clinicians but also laboratory technicians, clinical researchers and those working in pharmaceuticals and the healthcare industry.

Circulation: 18



■ UK 4
■ USA 3
■ Europe 4
■ Asia 7

British Society for
immunology



Advertising Rates

Ad size	2020 Price
Full page colour	£1,779
Full page mono	£750
Half page colour	£1,580
Half page mono	£514
Quarter page mono	£329
Premium position	£2,006
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
199:1	18 Nov 2019	25 Nov 19	17 Dec 19
199:2	18 Dec 2019	20 Dec 19	16 Jan 20
199:3	20 Jan 2020	27 Jan 20	17 Feb 20
200:4	20 Feb 2020	27 Feb 20	20 Mar 20
200:5	25 Mar 2020	02 Apr 20	23 Apr 20
200:6	23 Apr 2020	30 Apr 20	22 May 20
201:1	21 May 2020	28 May 20	19 Jun 20
201:2	25 Jun 2020	02 Jul 20	24 Jul 20
201:3	27 Jul 2020	29 Jul 20	20 Aug 20
202:4	20 Aug 2020	27 Aug 20	18 Sept 20
202:5	24 Sep 2020	01 Oct 20	23 Oct 20
202:6	22 Oct 2020	29 Oct 20	20 Nov 20

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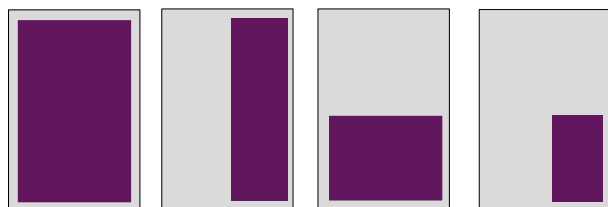
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Mechanical Requirements

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

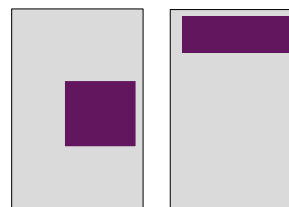


Full page
non-
bleed

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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