



2020

Stem Cell Research

Media Guide

 **AlphaMed Press**

WILEY

REACH THE GLOBAL STEM CELL RESEARCH COMMUNITY

About Us.



Presenting a collection of premier journals and digital publications serving biomedical researchers in the fast paced area of stem cells and regenerative medicine. Included are two leading journals devoted to publishing peer-reviewed articles, web-based platforms for up-to-the minute developments, and email outreach for timely updates delivered directly to key opinion leader's inboxes.

Stem Cells

PRINT

5.614

2018 IMPACT
FACTOR

3,000

AVG. CIRCULATION
100% PAID

Stem Cells Translational Medicine

ONLINE JOURNAL

5.962

2018 IMPACT
FACTOR

39,431

AVG. PAGE VIEWS
PER MONTH

Stem Cells E-Blasts

EMAIL SPONSORSHIPS

15-20%

AVERAGE OPEN
RATE

17,000

OPT-IN DISTRIBUTION

Regenerative Medicine Weekly

E-NEWSLETTER

26.5%

AVERAGE OPEN
RATE

17,454

WEEKLY
DISTRIBUTION

**Our media provide
in-depth coverage on
the following topics:**

- Cancer Stem Cells
- Stem Cell Culture
- Cell-Based Drug Development, Screening, and Toxicology
- Cell Expansion
- Embryonic Stem Cells/ Induced Pluripotent Stem (iPS) Cells
- Enabling Technologies for Cell-Based Clinical Translation
- Fetal and Neonatal Stem Cells
- Manufacturing Advances and Techniques
- Regenerative Medicine
- Standards, Policies, Protocols, and Regulations for Cell-Based Therapies
- Tissue Engineering and Regenerative Medicine
- Tissue-Specific Progenitor and Stem Cells
- Translational and Clinical Research

The latest advances and technology as it develops

THE PRIMARY PUBLICATION FOR THE FIELD

Stem Cells

The premier publication venue for the most impactful research in the field, **Stem Cells** provides prompt, peer-reviewed publication of original research and concise reviews. Read and written by researchers whose expertise encompasses all aspects of stem cell biology, the journal covers everything from basic laboratory investigations through translation to patient care.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,438	\$1,578	\$979
6x	\$2,364	\$1,543	\$948
12x	\$2,311	\$1,502	\$923
24x	\$2,260	\$1,475	\$907
36x	\$2,203	\$1,435	\$884

Cover Rates (in addition to earned B&W rate)

Standard	\$579
Matched	\$636
Metallic	\$791
4-color process	\$1,805
5-color process	\$2,334

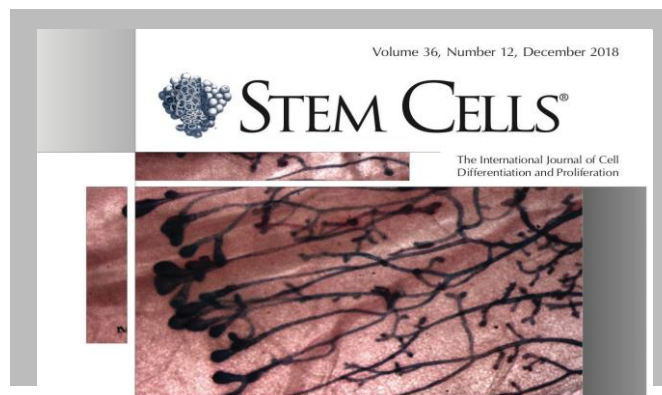
Cover and Position (in addition to earned B&W rate)

2nd Cover	35%
3rd Cover	25%
4th Cover	50%
Opposite Masthead:	15%
Facing First Text	20%
Opposite Table of Contents	20%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages.

Other services: Belly bands, outserts, business reply cards, reprints, sponsored subscriptions, and online advertising.



Editor-in-Chief: Jan A. Nolte

2018 Impact Factor: 5.614

Circulation: 3,000 (US: 40 %; APAC: 36%; EMEA: 24%)

2020 Closing Dates

Vol/ISS	Issue Date	Closing Dates	Materials
38:1	January	12/4/19	12/11/19
38:2	February	1/6/20	13/20
38:3	March	2/3/20	2/10/20
38:4	April	3/4/20	3/11/20
38:5	May	4/6/20	4/13/20
38:6	June	5/6/20	13/20
38:7	July	6/3/20	6/10/20
38:8	August	7/6/20	7/13/20
38:9	September	8/5/20	8/12/20
38:10	October	9/7/20	9/14/20
38:11	November	10/5/20	10/5/20
38:12	December	11/4/20	11/11/20

Mechanical Specifications

Page Sizes, Bleed	Width	Depth
King-Size Spread	17"	11.125"
Full page	8.5"	11.125"
1/2 page vertical	4.125"	11.125"
1/2 page horizontal	8.5"	5.5625"

Page Size, Bleed	Width	Depth
Full Page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"

For more information, contact Joe Tomaszewski:

Phone: 908-514-0776

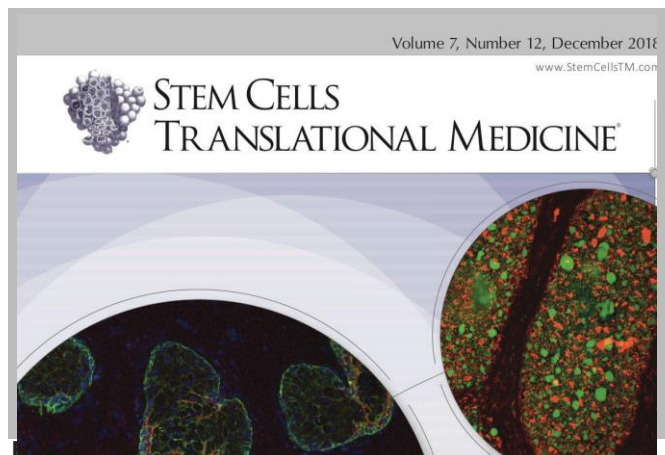
Email: jtomaszews@wiley.com

FROM RESEARCH TO CLINICAL TRIALS

Stem Cells Translational Medicine

Stem Cells Translational Medicine, located at www.StemCellsTM.com, publishes high-impact, peer-reviewed articles on a continually updated online platform. Editor-in-Chief Anthony Atala oversees publication of clinically relevant translational aspects of stem cells and progenitor cells for cell-based therapy, tissue engineering, and regenerative medicine.

Website sponsorships put your message directly in front of the thought leaders worldwide in stem cell technology, including pioneering researchers to clinicians working to save patients' lives. They rely upon www.StemCellsTM.com to keep them informed of the latest developments.



2018 Impact Factor: 5.962

Circulation Metrics: Unique Visitors: 10,866; Sessions: 16,147; Page Views: 39,431



Leaderboard:
728 x 90 pixels
Rich media accepted

MPU Banner:
300 x 250 pixels Rich
media accepted

2020 Pricing

\$50 (CPM)

Limited availability - Act now!

Specifications:

- Include your URL with ad creative file
- Acceptable file formats: GIF, JPG, PNG and HTML5
- Maximum banner size: 200 KB
- Rich media accepted, for specs visit: <https://goo.gl/BVmbC7>

Ad banners are available in 2 configurations, **Leaderboard** and **MPU**. Please contact your representative for specific targeting opportunities.

For more information, contact Joe Tomaszewski:

Phone: 908-514-0776

Email: jtomaszews@wiley.com

LEADERBOARD

728 X 90 Pixels

Max. file size 200kb

SKYSCRAPER

160 X 600 pixels

Max. file size 200kb



YOUR MESSAGE — ON SCREENS EVERYWHERE

Digital Advertising

We help you match your banner ad with the perfect website for maximum exposure to your desired audience. Measure your ad impressions by subject or region using on demand metrics.

Stem Cells Portalwww.StemCellsPortal.com

An interactive platform covering the latest research from bench science and developments in clinical applications.

Stem Cellswww.StemCells.com

Available on Wiley Online Library, which generates an average 85 million page views from over 19.5 million unique users each month.

Online Opportunities

ePDF Article Advertisements

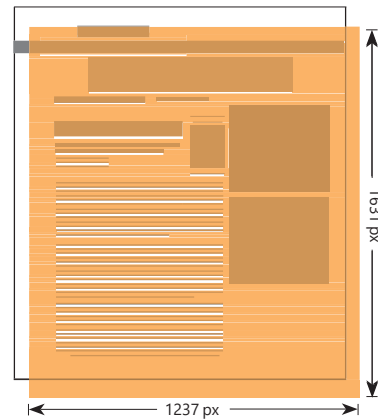
Deliver your marketing message with an exclusive full page advertisement on a cover page added to each article downloaded from Stem Cells – with links and measurable click-throughs.

- **Exclusive Placement** – Your ad is the only one placed on the cover page
- **Supersized Ad** – This spot is 10 times larger than most online positions
- **Excellent Click-Through Rates** – with measurable results PDFs have interactive tools that increase reader engagement

2020 Pricing

\$2,490 per week

Limited availability - Act now!



Specifications

- 1237 x 1631 pixels
- Format: JPG (non-animated)
- DPI: 300

E-Blasts

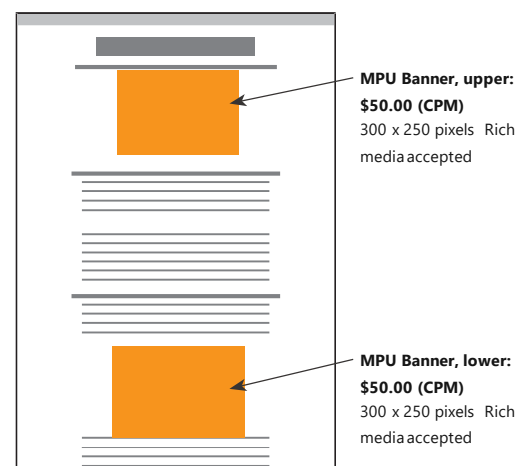
Researchers opt in to receive email alerts so they can stay current with the latest stem cell and regenerative medicine research. Sponsor an individual title or target a range of topics to communicate with your customer base.

We offer you:

- Single sponsor exclusivity
- Highly selective campaigns with pricing based on the volume of opt in registrants
- Global distribution of 17,000 opt-in subscribers, with open rates of 15 to 20%

2020 Pricing

Per deployment: \$4,995.00



Specifications:

- Include your URL with ad creative file
- Acceptable file formats: GIF, JPG and PNG
- Maximum banner size: 200 KB

LEADERBOARD

728 X 90 Pixels

Max. file size 200kb



SUPPORTING THE PROMISE OF A CURE

Regenerative Medicine Weekly

The ***Regenerative Medicine Weekly*** is sent regularly to the world's leading researchers in stem cell research and regenerative medicine. Over 18,000 experts in science, policy and patient advocacy opt in to have it sent to their inbox offering you a powerful medium to communicate with a constituency devoted to improving health and deliver cures.

Monthly Statistics

Distribution: 17,454
 Open Rate: 26.5%
 Click Rate: 3.79%

Specifications:

- Include your URL with ad creative file
- Acceptable file formats: GIF, JPG and PNG
- Maximum banner size: 200 KB

2020 Pricing

Per deployment: \$2,600.00
 Per month: \$8,000.00

CONTACT US

ADVERTISING:

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We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,600 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

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