

2020 Advertising Rate Card

Equine Veterinary Education

Equine Veterinary Education appears monthly and provides practical educational articles on diagnosis and treatment for equine veterinary clinicians. Articles are also of interest to veterinary students and others with an involvement in the equine veterinary world. This information is provided in Case Reports accompanied by Clinical Commentaries, which expand on the subject discussed in the report, as well as Original Articles. EVE also provides Review Articles written by acknowledged experts in particular fields to give a comprehensive and up-to-date review of a clinically-relevant subject. All articles (apart from Clinical Commentaries) are peer reviewed.

Contact information

corporatesaleseurope@wiley.com

Editorial information

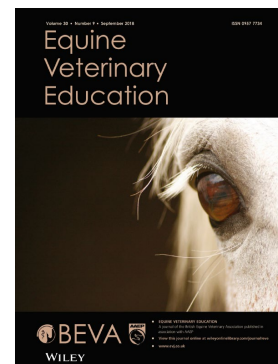
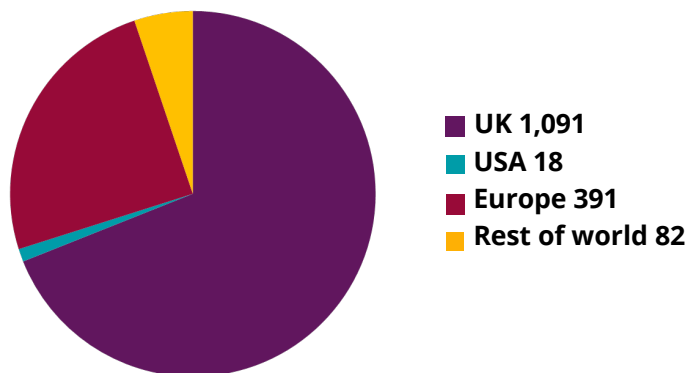
Editor: Tim Mair

Impact Factor 0.804

Audience

Equine clinicians, including both specialist and non-specialist equine practitioners

Circulation: 1,582



Advertising Rates

Ad size	2020 Price
Premium position IBC & IFC	£1,717
Premium position OBC	£1,957
Full page colour	£1,422
Full page mono	£857
Half page colour	£929
Half page mono	£421
Quarter page mono	£226
Double page spread	£2,354

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
32:1	06 Nov 19	06 Nov 19	09 Dec 19
32:2	28 Nov 19	28 Nov 19	09 Jan 20
32:3	09 Jan 20	09 Jan 20	11 Feb 20
32:4	05 Feb 20	05 Feb 20	09 Mar 20
32:5	09 Mar 20	09 Mar 20	09 Apr 20
32:6	06 Apr 20	06 Apr 20	07 May 20
32:7	08 May 20	08 May 20	10 Jun 20
32:8	08 Jun 20	08 Jun 20	09 Jul 20
32:9	06 Jul 20	06 Jul 20	06 Aug 20
32:10	10 Aug 20	10 Aug 20	10 Sept 20
32:11	07 Sept 20	07 Sept 20	08 Oct 20
32:12	08 Oct 20	08 Oct 20	10 Nov 20

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Additional advertising solutions



Online advertising

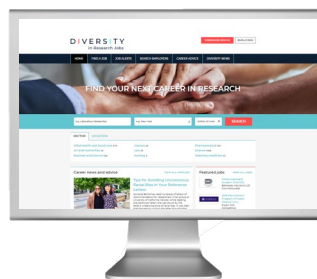
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	25,844
Average page views	119,275



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, Izabela Mayne
at imayne@wiley.com

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