

# 2020 Advertising Rate Card

## Periodontology 2000

*Periodontology 2000* comprises a series of monographs intended for periodontists and general practitioners with interest in periodontics. The editorial board identify significant topics and outstanding scientists and clinicians for the individual monographs. *Periodontology 2000* serves as a valuable supplement to existing periodontal journals. Three monographs are published each year.

### Contact information

[corporatesaleseurope@wiley.com](mailto:corporatesaleseurope@wiley.com)

### Editorial information

Editor-in-Chief: Jørgen Slots

Editorial Board: P. Mark Bartold, Adelaide, Australia

Iain LC Chapple, Birmingham, UK

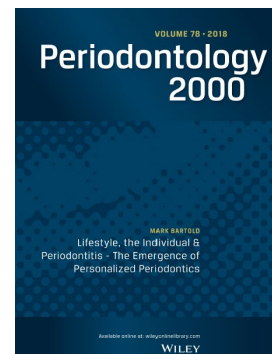
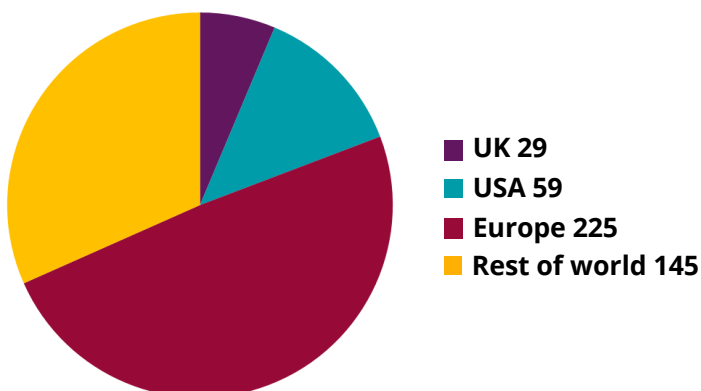
Yuichi Izumi, Tokyo, Japan

**Impact Factor** 4.949

### Audience

Researchers, clinicians, general practitioners interested in periodontology, as well as teachers and students in the prevention and treatment of periodontal disease.

**Circulation:** 458



### Advertising Rates

Ad size	2020 Price
Premium position – double spread	£3,180
Premium position – Full page colour	£1,984
Premium position – Full page mono	£1,230
Regular – double page colour	£2,542
Regular – full page mono	£956
Special premium OBC - colour	£2,121

**Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information**

### Issue & closing dates

Frequency x3 issues a year

Issue Date	Booking deadline	Materials due	Publication date
82:1	28 Oct 19	04 Nov 19	20 Dec 19
83:1	24 Feb 20	02 Mar 20	17 Apr 20
84:1	25 Jun 20	02 Jul 20	17 Aug 20

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## Additional advertising solutions



### Online advertising

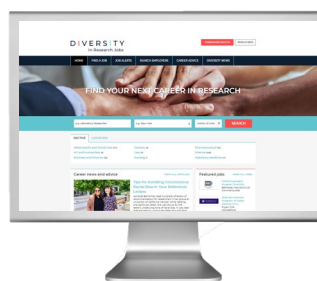
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.04%
Unique users	8,517
Average page views	36,657



### 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  
[corporatesaleseurope@wiley.com](mailto:corporatesaleseurope@wiley.com)

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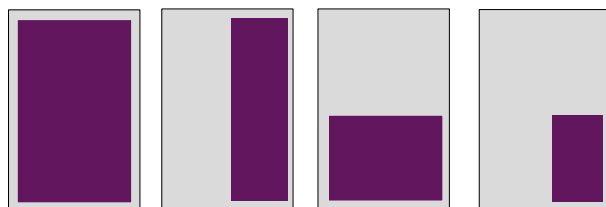
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## Mechanical Requirements

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	

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, 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](mailto:imayne@wiley.com)

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