

# Move Beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.



## Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

## Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

## Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

**Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.**

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!

## Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

### ■ Webinar

**Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.**

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

#### Choose from:

- **Single-Speaker Webinar**  
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**  
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

*Speakers can be provided by the Wiley editorial team or suggested by the sponsor.*

#### Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



### ■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

**By sponsoring a virtual event your brand will benefit from:**

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



## ■ Knowledge Hub

**Strategically showcase your brand alongside trusted, relevant content.**

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

**Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:**

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

**Take advantage of expert project management for seamless execution.**

### Pricing

For detailed information on any of these options, please contact your local representative.

# Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

## ■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

**By sponsoring an Article Collection, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

## ■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



*Work with Wiley to identify a topic — we take care of the content and design*

**By co-branding an EKB, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

## ■ Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



**With Expert Insights scientists get a comprehensive view on a key topic and your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

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## Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

### Consider adding these amplifiers to your package:

<b>Extended Reach</b>	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
<b>Content Feed</b>	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
<b>Infographic</b>	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
<b>Expert Commentary</b>	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
<b>Translation</b>	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
<b>Run On / Print Copies</b>	Get extra printed copies of content products to share.

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