



### ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY

The *Asia-Pacific Journal of Clinical Oncology* is a multidisciplinary journal delivering the latest information on cancer treatment and care in the Asia Pacific region.

The Journal is endorsed by the Chinese Society of Clinical Oncology (CSCO), Clinical Oncology Society of Australia (COSA), Korean Association for Clinical Oncology (KACO), Medical Oncology Group of Australia (MOGA) and Singapore Society of Oncology (SSO). This journal focuses on diversity in cancer behavior, management, and outcome related to ethnic, cultural, economic, and other differences between populations.

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#### Editors-in-Chief:

Professor Stephen Ackland and Professor Nicolas Hart

#### Audience:

The *Asia-Pacific Journal of Clinical Oncology* reaches a global audience of:

- Oncologists
- Nurses
- Radiation oncologists
- Surgeons

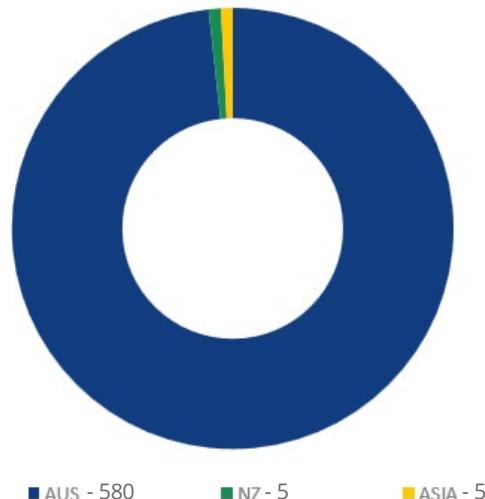
[Learn more about the Oncology & Radiotherapy Portfolio >>](#)

### Reach

Print	Total Print	590
	Frequency	4 print, 2 electronic
Digital	Unique Visitors on Wiley Online Library	119,481
	Average Monthly Page Views	24,660
	Full Text Downloads	133,773

From 1 May 2024 to 30 April 2025

#### Print Circulation by Region



### For More Information

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## 2026 Advertising Rate Card

### Rates

#### Pricing

Pricing below is in AUD and is established based on publication origin.

#### Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2026 Price
Full Page Mono	\$ 2,480.00
Full Page Colour	\$ 4,520.00
Half Page Mono	\$ 1,350.00
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Double Page Spread Colour	2 pages at earned page rate
Bookmark Bound Insert Loose Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
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Cover Position	Uplift from Mono (B&W) Rate Plus Colour Charge
Inside Front Cover	35%
Inside Back Cover	25%
Outside Back Cover	50%
Other Premium Positions	20%

Frequency Insertion Rates Colour		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 2,480.00	\$ 4,520.00
3x	\$ 2,390.00	\$ 4,425.00
6x	\$ 2,285.00	\$ 4,325.00
12x	\$ 2,190.00	\$ 4,240.00
24x	\$ 2,085.00	\$ 4,125.00

### Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
22:1 February 2025	27-Feb-26	30-Jan-26	6-Feb-26	13-Feb-26
22:2 April 2025	-	4-Mar-26	11-Mar-26	18-Mar-26
22:3 June 2025	21-Apr-26	24-Mar-26	31-Mar-26	07-Apr-26
22:4 August 2025	23-Jul-26	25-Jun-26	2-Jul-26	09-Jul-26
22:5 October 2025	-	28-Aug-26	4-Sep-26	11-Sep-26
22:6 December 2025	28-Nov-26	30-Oct-26	6-Nov-26	13-Nov-26

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### Digital Statistics for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY

Unique Visitors on WOL for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY: 119,481

Unique Visitors on WOL by Region			
AUS	NZ	Asia	Other
11.9%	0.8%	13.3%	74.0%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY: 24,660

Page Views by Region			
AUS	NZ	Asia	Other
13.3%	0.8%	16.8%	69.1%

From 1 May 2024 to 30 April 2025

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### Print Ad Specifications

**Journal Trim Size** 210 mm x 276 mm

Keep all text and images at least 0.3"/8mm away from the trim line.

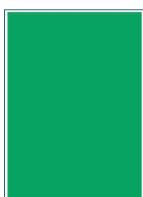
Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	210.0 x 276.0 mm	220.0 x 286.0mm
Half Page - Vertical	80.0 x 244.0 mm	90.0 x 254.0mm
Half Page - Horizontal	170.0 x 115.0 mm	180.0 x 125.0mm
Cover Wrap	500.0 x 100.0 mm	510.0 x 110.0mm

Contact your Account Manager for sizes of other opportunities.

Inserts Specifications	Width / Height
Bookmark	70.0 x 160.0 mm

### Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical	Half Page Ad Horizontal
Ad size: w x h  210.0 mm x 276.0 mm	Ad size: w x h  80.0 mm x 244.0 mm	Ad size: w x h  170.0 mm x 115.0 mm



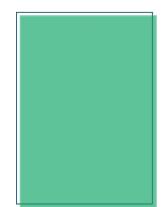
### Digital Ad Specifications

#### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px	Ad size: 300px x 250px	Ad size: 960px x 1265px



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