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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.

Learn more >>





Editors-in-Chief:

Stephen ACKLAND, Australia and Mengzhao WANG, China

Audience:

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

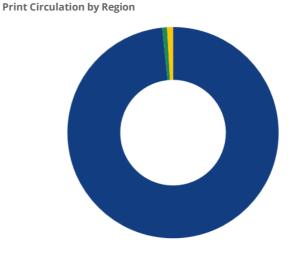
- Oncologists
- Nurses
- Radiation oncologists
- Surgeons

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Reach

Print	Total Print	549
	Frequency	4 print, 2 electronic
Digital	Unique Visitors on Wiley Online Library	120,359
	Average Monthly Page Views	24,500
	Full Text Downloads	136,318

From 1 July 2023 to 30 June 2024



■ AUS - 540 ■ NZ - 4

ASIA - 5

For More Information



2025 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	2025 Price
Full Page Mono	\$ 2,385.00
Full Page Colour	\$ 4,345.00
Half Page Mono	\$ 1,295.00
Half Page Colour	\$ 3,255.00
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

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	\$ 2,385.00	\$ 4,345.00	
3x	\$ 2,295.00	\$ 4,255.00	
6x	\$ 2,195.00	\$ 4,155.00	
12x	\$ 2,105.00	\$ 4,065.00	
24x	\$ 2,005.00	\$ 3,965.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
21:1 February 2025	10-12-2024	13-12-2024	02-01-2025
21:2 April 2025 (e-only)	21-02-2025	26-02-2025	-
21:3 June 2025	04-04-2025	09-04-2025	28-04-2025
21:4 August 2025	06-06-2025	11-06-2025	01-07-2025
21:5 October 2025 (e-only)	22-08-2025	27-08-2025	-
21:6 December 2025	10-10-2025	15-10-2025	04-11-2025

For More Information

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Digital Statistics for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY

Unique Visitors on WOL for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY in 2023: 120,359

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

From 1 July 2023 to 30 June 2024

Average Monthly Page Views for ASIA-PACIFIC JOURNAL OF CLINICAL ONCOLOGY in 2023: 24,500

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

From 1 July 2023 to 30 June 2024

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Advertising Specifications



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

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:	Ad size:	Ad size:
728px	300px	960px
X	X	X
90px	250px	1265px

Print Ad Specifications

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

Submit Your Creatives

Print Production	Submit all creatives to PrintAdTraffic@wiley.com All print ads must have a minimum resolution of 300dpi
Digital Production	Submit all creatives to OnlineAdTraffic@wiley.com

Contact Information

Contact <u>corporatesalesaustralia@wiley.com</u>

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