

## British Journal of Haematology

*The British Journal of Haematology* publishes original research papers in clinical, laboratory, and experimental haematology. As an official journal of the British Society for Haematology, it focuses on the latest peer-reviewed information in the field. Over 6,500 institutions worldwide have access to the publication, which is downloaded 1.4 million times annually.

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**Editor-in-Chief:**  
Andrew Evens

### Audience:

*The British Journal of Haematology* reaches a global audience of:

- Consultant haematologists
- Scientists working in related fields
- Oncologists treating leukaemia
- Laboratory technicians

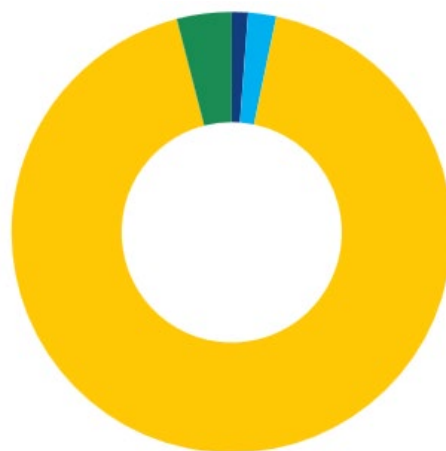
[Learn more about the Hematology and Transfusion Portfolio >>](#)

## Reach

Print	Total Print	1,359
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	1,215,337
	Average Monthly Page Views	262,886
	Full Text Downloads	1,830,469

From 1 May 2024 to 30 April 2025

Print Circulation by Region



■ Americas - 16 ■ EMEA - 28 ■ UK - 1260 ■ APAC - 55

## For More Information

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## 2026 Advertising Rate Card

### Rates

#### Pricing

Pricing below is in GBP 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	£ 1,310.00
Full Page Colour	£ 2,340.00
Half Page Mono	£ 720.00
Half Page Colour	£ 1,750.00
Double Page Spread	2 pages at earned page rate
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Colour Rate
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	20%

Frequency Insertion Rates Colour		
Frequency	Full Page Mono	Full Page Colour
1x	£ 1,310.00	£ 2,340.00
3x	£ 1,260.00	£ 2,290.00
6x	£ 1,210.00	£ 2,240.00
12x	£ 1,155.00	£ 2,185.00
24x	£ 1,105.00	£ 2,135.00

### Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
208:1 January 2026	24-Jan-26	10-Dec-25	15-Dec-25	07-Jan-26
208:2 February 2026	20-Feb-26	20-Jan-26	27-Jan-26	03-Feb-26
208:3 March 2026	21-Mar-26	18-Feb-26	25-Feb-26	04-Mar-26
208:4 April 2026	24-Apr-26	24-Mar-26	31-Mar-26	07-Apr-26
208:5 May 2026	23-May-26	22-Apr-26	29-Apr-26	06-May-26
208:6 June 2026	20-Jun-26	20-May-26	27-May-26	03-Jun-26
209:1 July 2026	18-Jul-26	17-Jun-26	24-Jun-26	01-Jul-26
209:2 August 2026	22-Aug-26	22-Jul-26	29-Jul-26	05-Aug-26
209:3 September 2026	19-Sep-26	19-Aug-26	26-Aug-26	02-Sep-26
209:4 October 2026	24-Oct-26	23-Sep-26	30-Sep-26	07-Oct-26
209:5 November 2026	21-Nov-26	21-Oct-26	28-Oct-26	04-Nov-26
209:6 December 2026	19-Dec-26	18-Nov-26	25-Nov-26	02-Dec-26

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## Digital Statistics for British Journal of Haematology

Unique Visitors on WOL for British Journal of Haematology:  
1,215,337

## Unique Visitors on WOL by Region

Americas	EMEA	UK	APAC	Other
22.6%	21.1%	19.5%	11.5%	25.3%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for British Journal of Haematology:  
262,886

## Page Views by Region

Americas	EMEA	UK	APAC	Other
19.1%	20.8%	17.7%	14.6%	27.8%

From 1 May 2024 to 30 April 2025

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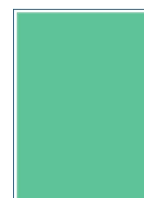
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Print Ad Specifications



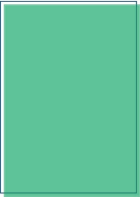
Journal Trim Size	210 mm x 276 mm	8.25" x 10.875"
Keep all text and images at least 0.3"/8mm away from the trim line.		
Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0mm 17.125" x 11.125"
Contact your Account Manager for sizes of other opportunities.		

Bound/Loose Inserts Specifications	
Bound-in-Inserts	Width / Height
4-Page 8.25" x 10.875"	420.0 x 282.0 mm 17.0" x 11.125"
2-Page 8.25" x 10.875"	215.0 x 282.0 mm 11.125" x 8.5"

Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm  7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm  3.5" x 10.0"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm  7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm  3.5" x 5.0"

Digital Ad Specifications

Formats & Details		
For specifications, formats, and further details see: <a href="#">Overview Digital Specifications (pdf)</a>		
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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Digital Advertising	Submit all creatives to <a href="mailto:OnlineAdTraffic@wiley.com">OnlineAdTraffic@wiley.com</a>
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: <b>Hobbs The Printers</b> Brunel Road, Totton, Southampton Hampshire SO40 3WX United Kingdom

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