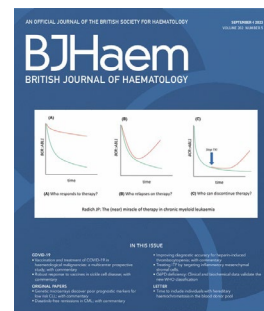


British Journal of Haematology

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:
John Barrett

Audience:

The British Journal of Haematology reaches a global audience of:

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

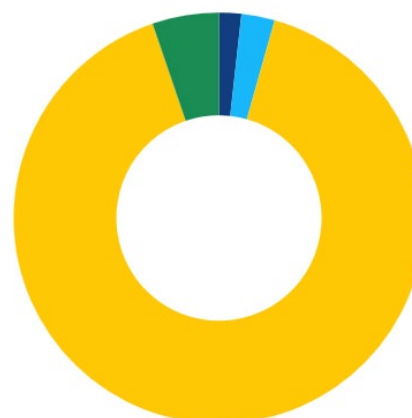
[Learn more about the Hematology and Transfusion Portfolio >>](#)

Reach

Print	Total Print	1,392
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	1,267,937
	Average Monthly Page Views	277,369
	Full Text Downloads	2,282,499

From 1 July 2023 to 30 June 2024

Print Circulation by Region



■ Americas - 77 ■ EMEA - 115 ■ UK - 3961 ■ APAC - 230

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

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Ad Size	2025 Price
Full Page Mono	£ 1,260.00
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Half Page Colour	£ 1,720.00
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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
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6x	£ 1,160.00	£ 2,190.00
12x	£ 1,110.00	£ 2,140.00
24x	£ 1,060.00	£ 2,090.00

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
205:1 January 2025	19-12-2024	26-12-2024	14-01-2025
205:2 February 2025	15-01-2025	22-01-2025	10-02-2025
205:3 March 2025	13-02-2025	20-02-2025	11-03-2025
205:4 April 2025	19-03-2025	26-03-2025	14-04-2025
205:5 May 2025	17-04-2025	24-04-2025	13-05-2025
205:6 June 2025	15-05-2025	22-05-2025	10-06-2025
206:1 July 2025	12-06-2025	19-06-2025	08-07-2025
206:2 August 2025	17-07-2025	24-07-2025	12-08-2025
206:3 September 2025	14-08-2025	21-08-2025	09-09-2025
206:4 October 2025	18-09-2025	25-09-2025	14-10-2025
206:5 November 2025	16-10-2025	23-10-2025	11-11-2025
206:6 December 2025	05-11-2025	12-11-2025	05-12-2025

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Digital Statistics for British Journal of Haematology

Unique Visitors on WOL for British Journal of Haematology in 2023: 1,267,937				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
22.6%	21.1%	19.5%	11.5%	25.3%

From 1 July 2023 to 30 June 2024

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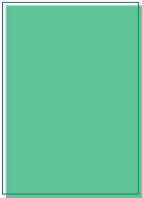
Average Monthly Page Views for British Journal of Haematology in 2023: 277,369				
Page Views by Region				
Americas	EMEA	UK	APAC	Other
19.1%	20.8%	17.7%	14.6%	27.8%

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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: 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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