



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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British Society for
Haematology



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

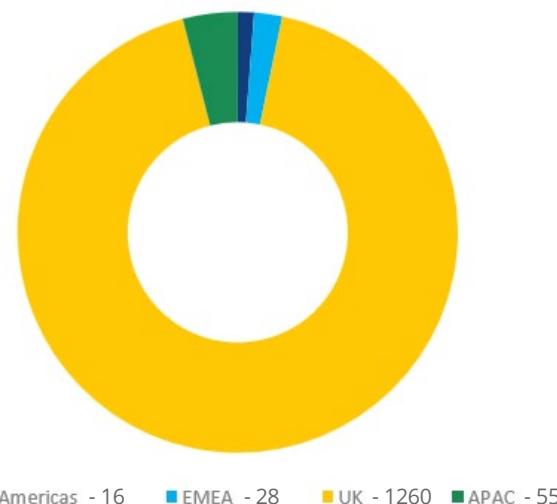
[Learn more about the Hematology and Transfusion Portfolio >>](#)

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



For More Information

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2026 Advertising Rate Card

Rates

Pricing

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Earning Rates

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Ad Size	2026 Price
Full Page Mono	£ 1,310.00
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Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
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Frequency Insertion Rates Colour		
Frequency	Full Page Mono	Full Page Colour
1x	£ 1,310.00	£ 2,340.00
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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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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"

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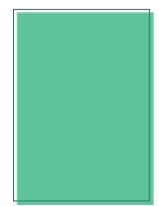
Digital Ad Specifications

Formats & Details

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

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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"

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