# WILEY

### 2025 Advertising Rate Card

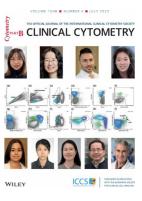
# Cytometry Part B: Clinical Cytometry

*Cytometry Part B: Clinical Cytometry* focuses on the development and applications of normal and pathologic cells. Published on behalf of the International Clinical Cytometry Society, it reaches the top experts in the field. This journal covers relevant techniques such as:

- Flow cytometry
- Image cytometry
- Bead-based and slide-based array analyses
- Other cell-based spectroscopic analyses

#### <u>Learn more >></u>





**Editor-in-Chief:** Frederic I. Preffer

#### Audience:

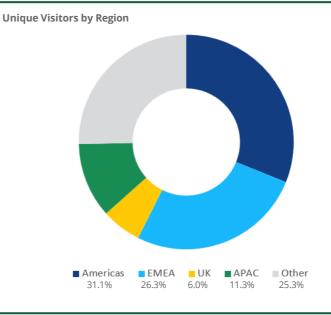
Cytometry Part B reaches a global audience of:

- Diagnostic and clinical laboratory specialists
- Immunologists
- Pathologists
- Specialists in laboratory management

#### Learn more about the Cellular & Molecular Biology Portfolio >>

#### Reach

Unique Visitors on Wiley Online Library in 2023	148,745
Average Monthly Page Views in 2023	31,427
Full Text Downloads in 2023	299,124



#### **For More Information**

corporatesaleseurope@wiley.com or visit us at corporatesolutions.wiley.com



# Digital Statistics for Cytometry Part B: Clinical Cytometry

Unique Visitors on WOL for Cytometry Part B: Clinical Cytometry in 2023: 148,745

	Unique Vi	sitors on WOL	by Region	
Americas	EMEA	UK	APAC	Other
31.1%	26.3%	6.0%	11.3%	25.3%

From 1 July 2023 to 30 June 2024

# **Banner Advertising**

Average Monthly Page Views for Cytometry Part B: Clinical Cytometry in 2023: 31,427

	Pag	e Views by Reg	gion	
Americas	EMEA	UK	APAC	Other
27.6%	26.3%	5.1%	12.2%	28.8%

From 1 July 2023 to 30 June 2024

Learn more »

## ePDF Article Advertising\*

Associate your rich media digital advertisement with

journals. When a reader views the article, your ad and

scholarly content in one of our participating Wiley

associated calls-to-action can't be overlooked.

Explore the world's broadest and deepest collection of online resources. Place your banners on the **Wiley Online Library**, one of the most heavily trafficked online resources for scientific, medical, and scholarly content.



Learn more »

**Digital Ad Specifications** 

MPU	Leaderboard	ePDF	Formats & Details
Digital Display Ads	Digital Display Ads	Article Advertising	
Ad size: 300px x 250px	Ad size: 728px x 90px	Ad size: 960px x 1265px	For specifications, formats, and further details see: <u>Overview Digital Specifications</u>

### **Additional Opportunities**

<u>Key Opinions in</u> <u>Medicine</u>	<u>Essential</u> Knowledge Briefing	<u>Article Discovery</u> <u>Packages</u>
eLearning	Issue Alerts*	Webinars
Custom Projects		

\*ePDF Ads and Issue Alerts only available on select publications Additional advertising opportunities are subject to approval by society/journal

### **Contact Information**

Digital Production	OnlineAdTraffic@wiley.com

Advertising Terms and Conditions

For More Information

corporatesaleseurope@wiley.com or visit us at corporatesolutions.wiley.com