

## Progressive, Transparent, Fair Publishing



# Media Kit 2023







### Why use EMBO Press Publications for your Marketing Message?

All four EMBO journals are published as EMBO Press, which promotes EMBO's policies, values and technologies. Trademark concepts for EMBO Press include 'Transparent Process' and 'Source Data'. The four EMBO journals are published by Wiley, with content hosted on EMBO Press, underpinned by Wiley Online Library.

The EMBO Journal is THE prime molecular biology journal in the world (current Impact Factor: 14.0 | www.embopress.org/page/journal/14602075/ about#bibliometrics) and thus holds a leading position in electronic usage. It is published two times a months and new articles appear each day. The most important and innovative research from all areas of molecular and cell biology is presented in review articles. A particular emphasis is placed on molecular mechanism and physiological relevance.

The EMBO Journal is indispensable reading for all biologists working in research and development, both in industry and in academia. All classic segments of molecular and cell biology are being presented.

#### The EMBO Journal - emboj.embopress.org

**FOCUS:** For over 40 years, The EMBO Journal has published papers describing original research of broad general interest in molecular and cell biology – a particular emphasis is placed on molecular mechanism and physiological relevance. Reviews by leaders in the field place the latest research into context.



Americas

**SUBJECTS COVERED:** Aging; cancer; plant biology; ecology; evolution; immunology; neuroscience; physiology; pharmacology and drug discovery; development; immunology; neuroscience; plant biology; structural biology; genomic & computational biology; genome stability & dynamics; chromatin & transcription; RNA; proteins; cellular metabolism; signal transduction; cell cycle; differentiation & death; membranes & transport; cell & tissue architecture; microbiology & pathogens and molecular biology of disease

#### **OVERVIEW:**

| Format:                                     | Online only                      |
|---|----------------------------------|
| <b>Publication Frequency:</b>               | 24 x per year                    |
| Volume:                                     | 41                               |
| Impact Factor:                              | 14.0                             |
| Geographical Breakdown<br>of Online Readers | Americas 29%, EMEA 33%, APAC 38% |
| eTOC subscribers:                           | 64,752                           |

#### **E-mail Service**

The EMBO Journal provides its readers with an exclusive preview on forthcoming journal content through the Content Alerting Service (eTOC alert). This covers the complete table of content which is automatically e-mailed as soon as a new online issue is published. Placing a full banner within the eTOC alerts allows you to reach a large and committed audience of regular readers of the journal.

| Full Banner      | Price CPM |    | l  |
|------------------|-----------|----|----|
| 468 x 60 pixel   | £         | €  | \$ |
| The EMBO Journal | 48        | 56 | 60 |

|  | EMBO<br>JOURNAL  | 🏚 EMBOpress                       |
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| Con all  | The EMBO Journal<br>Volume 40, Issue 6<br>15 March 2021  |                                   |
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#### **Advertising**

Place your advertising message within the renowned environment of The EMBO Journal. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste. Average number of Ad Impressions available per month: 97,000

Total number of Content Alert subscribers (eTOC alerts) 64,752 (June 2022)

| Leaderboard      | Price CPM |    |    |
|------------------|-----------|----|----|
| 728 x 90 pixel   | £         | €  | \$ |
| The EMBO Journal | 58        | 68 | 73 |

#### Top 10 Website access by country per month

|                |        |             |        | -                  |
|----------------|--------|-------------|--------|--------------------|
| United States  | 89,324 | France      | 12,966 | C CU C             |
| China          | 69,433 | India       | 11,622 | cess to            |
| Germany        | 23,467 | South Korea | 9,980  |                    |
| United Kingdom | 22,075 | Canada      | 8,551  |                    |
| Japan          | 20,732 | Russia      | 6,066  | Source:<br>The FMF |
|                |        |             |        |                    |



**EMBO**press

#### EMBO reports - embor.embopress.org

**FOCUS:** Publishes short-format papers that communicate a single major finding in all research areas of molecular biology. It offers broadly accessible scientific review and commentary.

EMBO reports

molecular

systems biology

**SUBJECTS COVERED:** All areas of molecular biology. Also features a Science & Society section that publishes articles and essays on the impact and application of science: uses and abuses of science, communication and education, policy and practice.

#### **OVERVIEW:**

| Format:                | Online only   |
|------------------------|---------------|
| Publication Frequency: | 12 x per year |
| Volume:                | 23            |
| Impact Factor:         | 9.0           |

| Geographical Breakdown | Americas 31%, EMEA |
|------------------------|--------------------|
| of Online Readers:     | 36%, APAC 33%      |
| eTOC subscribers:      | 67,148             |

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#### Molecular Systems Biology - msb.embopress.org

**FOCUS:** An open access journal that publishes original research in the multidisciplinary areas of systems biology and synthetic biology. The journal focuses on the analysis, integration and modeling of molecular and cellular processes. Its review section provides accessible overviews of the latest advances in systems biology and related fields.

**SUBJECTS COVERED:** Integrative genome-scale biology, quantitative biology, computational biology, metabolic and regulatory networks, evolution of genomes and biological networks, clinical and translational systems biology, synthetic biology and genome-scale biological engineering.

#### **OVERVIEW:**

| Format:                | Online only |
|------------------------|-------------|
| Publication Frequency: | Continuous  |
| Volume:                | 18          |
| Impact Factor:         | 13.0        |

| Geographical Breakdown | Americas 32%,      |
|------------------------|--------------------|
| of Online Readers:     | EMEA 38%, APAC 30% |
| eTOC subscribers:      | 26,070             |



#### EMBO Molecular Medicine – embomolmed.embopress.org

**FOCUS:** A broad scope open access research journal dedicated to the interface between clinical research and molecular cell biology. All studies are characterized by direct relevance for human diseases; work based on model organisms is included within the scope of the journal.



AC 32%

**SUBJECTS COVERED:** Aging, angiogenesis, cancer biology, channelopathies, differentiation and development, endocrinology/metabolic disease, genetics/epigenetics, genomics, transcriptomics, proteomics, metabolomics of disease, systems medicine, gene therapy, immunology and inflammation, infectious diseases, neurodegeneration, neurological diseases and myopathies, sensory defects, stem cells and regenerative medicine, vascular and cardiovascular biology

#### **OVERVIEW:**

| Format:<br>Publication Frequency: | Online only<br>12 x year | Geographical Breakdown<br>of Online Readers: | Americas 30%,<br>EMEA 38%, AP/ |
|-----------------------------------|--------------------------|--|--------------------------------|
| Volume:                           | 14                       | eTOC subscribers:                            | 1,055                          |
| Impact Factor:                    | 14.3                     |  |                                |



For more information on online opportunities for the EMBO Press publications please contact EMEA: Dr. Stefanie Krauth P: 0049 6201-606728 E: mkrauth@wiley.com

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