# **2022 Advertising Rate Card**



# **International Journal of Urological Nursing**

International Journal of Urological Nursing is an international peer-reviewed Journal for all nurses, non-specialist and specialist, who care for individuals with urological disorders. The Journal covers the whole spectrum of urological nursing skills and knowledge.

#### Learn more >>



# **Editor-in-Chief:**Rachel Busuttil Leaver

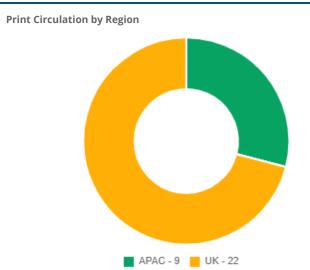
#### **Audience:**

The *International Journal of Urological Nursing* reaches nurses working in a variety of settings across the whole spectrum of urological nursing.

**Learn more about the Nursing Portfolio >>** 

#### Reach

Print	Total Print	31
	Frequency	3 issues per year
Digital	Unique Visitors on Wiley Online Library in 2020	26,071
	Average Monthly Page Views in 2020	4,891
	Full Text Downloads in 2020	19,825





#### **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	2022 Price	
Full Page Mono	€ 800.00	
Full Page Colour	<b>£</b> 1,260.00	
Half Page Mono	€ 540.00	
Half Page Colour	€ 1,060.00	
Double Page Spread	€ 2,500.00	
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	15%
Cover 3	25%
Other Premium Positions	15%

# **Issue Deadlines**

Issue date	Booking Deadline	Materials Due	Inserts Due
16:1 March 2022	19-01-2022	25-01-2022	04-02-2022
16:2 July 2022	15-05-2022	21-05-2022	31-05-2022
16:3 November 2022	18-09-2022	24-09-2022	04-10-2022

## **Digital Statistics for International Journal of Urological Nursing**

Unique Visitors on WOL for International Journal of Urological Nursing in 2020: 26,071

Unique Visitors on WOL by Region				
APAC	UK	Americas	EMEA	Other
25%	16%	24%	13%	22%

Average Monthly Page Views for International Journal of Urological Nursing in 2020: 4,891

Page Views by Region				
APAC	UK	Americas	EMEA	Other
15%	20%	21%	16%	28%

#### **Banner Advertising**

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.

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## **Additional Opportunities**

Digital Advertising	Webinars	Virtual Events	Sponsorship
Essential Knowledge Hub	ePDF Advertising*	<b>Custom Projects</b>	Article Discovery Packages

<sup>\*</sup>ePDF ads only available on select publications

For more information contact advertising@wiley.com corporatesolutions.wiley.com

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Reprints are available for most titles. Whether you choose to reprint an abstract, a single article, or collection of articles with a corresponding cover, you'll benefit from content that supports your brand and messaging.

For more information contact **csreprints@wiley.com**.

# WILEY

# **Advertising Specifications**



# **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 283.0 mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0 mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0 mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0 mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0 mm 17.125" x 11.125"

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"	

Contact your Account Manager for sizes of other opportunities.

# **Print Ad Specifications**

<u> </u>	
Full Page Ad	Half Page Ad
Non-Bleed	Vertical
Ad size: w x h 178.0 mm	Ad size: w x h 89.0 mm
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h	Ad size: w x h
177.0 mm	89.0 mm
x	x
127.0 mm	127.0 mm
7.0"	3.5"
x	X
5.0"	5.0"

# **Digital Ad Specifications**

#### Formats & Details

For specifications, formats, and further details see:

**Overview Digital Specifications (pdf)** 

LeaderboardDigital Display Ads	MPU Digital Display Ads
Ad size: 728px x 90px	Ad size: 300px x 250px

#### **Submit Your Creatives**

Print Advertising	Submit all creatives to  PrintAdTraffic@wiley.com  All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to OnlineAdTraffic@wiley.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to:  COS  9 Kian Teck Crescent, 628875 Singapore

#### **Contact Information**

Print Production	PrintAdTraffic@wiley.com
Digital Production	OnlineAdTraffic@wiley.com

**Advertising Terms and Conditions**