

Journal of Prosthodontics

The Journal of Prosthodontics promotes the advanced study and practice of prosthodontics, implant, esthetic, and reconstructive dentistry. It is the official journal of the American College of Prosthodontists and the American Dental Association-recognized voice of the Specialty of Prosthodontics. This journal serves both researchers and practicing clinicians with:

- Evidence-based prosthodontic research
- Techniques
- Procedures
- Reports of innovative techniques
- Reports of new instructional methodologies
- Instructive clinical reports

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Editor-in-Chief:

Radi Masri, University of Maryland

Audience:

Journal of Prosthodontics reaches a global audience of prosthodontists and members of the American College of Prosthodontists.

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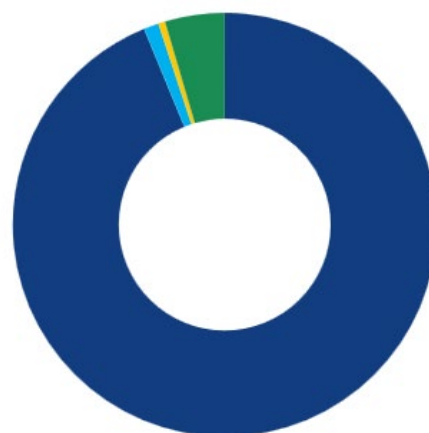
Reach

Print	Total Print (Paid Subscription)	2,901
	Frequency	9 issues per year

Digital	Unique Visitors on Wiley Online Library	231,693
	Average Monthly Page Views	72,718
	Full Text Downloads	295,258

From 1 May 2024 to 30 April 2025

Print Circulation by Region



■ Americas - 2721 ■ EMEA - 33 ■ UK - 15 ■ APAC - 132

For More Information

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2026 Advertising Rate Card

Rates

Pricing

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Cover 2	35%
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Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 2,110.00	\$ 3,770.00
3x	\$ 2,025.00	\$ 3,685.00
6x	\$ 1,940.00	\$ 3,500.00
12x	\$ 1,860.00	\$ 3,520.00
24x	\$ 1,775.00	\$ 3,435.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,660.00	

Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
35:1 January 2026	23-Jan-26	23-Dec-25	30-Dec-25	6-Jan-26
35:2 February 2026	20-Feb-26	20-Jan-26	27-Jan-26	3-Feb-26
35:3 March 2026	21-Mar-26	18-Feb-26	25-Feb-26	4-Mar-26
35:4 April 2026	24-Apr-26	24-Mar-26	31-Mar-26	7-Apr-26
35:5 June 2026	22-Jun-26	22-May-26	29-May-26	5-Jun-26
35:6 July 2026	24-Jul-26	23-Jun-26	30-Jun-26	7-Jul-26
35:7 August 2026	21-Aug-26	21-Jul-26	28-Jul-26	4-Aug-26
35:8 October 2026	25-Sep-26	25-Aug-26	1-Sep-26	8-Sep-26
35:9 December 2026	19-Dec-26	18-Nov-26	25-Nov-26	2-Dec-26

For More Information

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Digital Statistics for Journal of Prosthodontics

Unique Visitors on WOL for Journal of Prosthodontics: 231,693				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
15.2%	17.4%	4.0%	9.3%	54.1%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for Journal of Prosthodontics: 72,718				
Page Views by Region				
Americas	EMEA	UK	APAC	Other
14.7%	12.4%	2.6%	9.0%	61.3%

From 1 May 2024 to 30 April 2025

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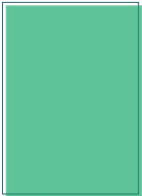
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Print Ad Specifications



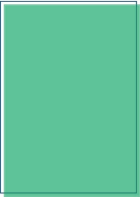
Journal Trim Size	210 mm x 276 mm	8.25" x 10.875"
Keep all text and images at least 0.3"/8mm away from the trim line.		
Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.675" 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"
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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"

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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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