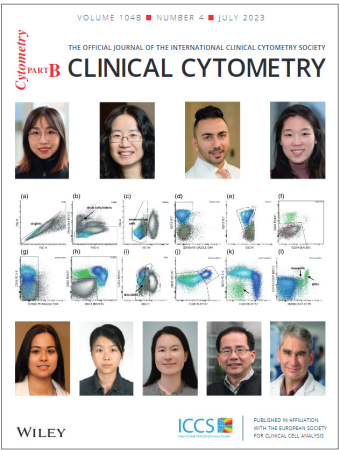


WILEY

Life Sciences

MEDIA GUIDE 2024

MEDIA GUIDE



About Wiley *Life Sciences*

Fundamental to scientific communities

We've been meeting the information needs of scientific communities since 1807. As a global publisher our focus is on assuring that accurate, proven knowledge is readily available to all *life science communities*.

Wiley specializes in practical knowledge written by leading experts, and organized and edited by the most skilled science editors working today. Our portfolio of reference, protocols, and journals serve professionals in the biotech, biomedical, and *life science* industries. We're the world's largest society publisher, partnering with prestigious scholarly societies. **Our reach is deep.**

Wiley is integral to *life science* research. We provide the resources on which scientists rely for their research. Now, with our new digital initiatives, we have expanded our capabilities and are offering more ways to share important information, and support the unceasing pursuit of knowledge.

The cycle of knowledge

Research begins with curiosity, a fundamental human trait that ultimately leads to discovery.

And, publication of the discovery happens next. But once a discovery is published, the next logical step in the cycle is to apply that knowledge to the tools of continued research — through commercialization.

As a leading knowledge provider, we understand the cycle of knowledge.

Research

is one of our most basic human traits — to question and test commonly held beliefs

Discovery

Discovery

and the knowledge it provides, contributes profoundly to our lives

Publication

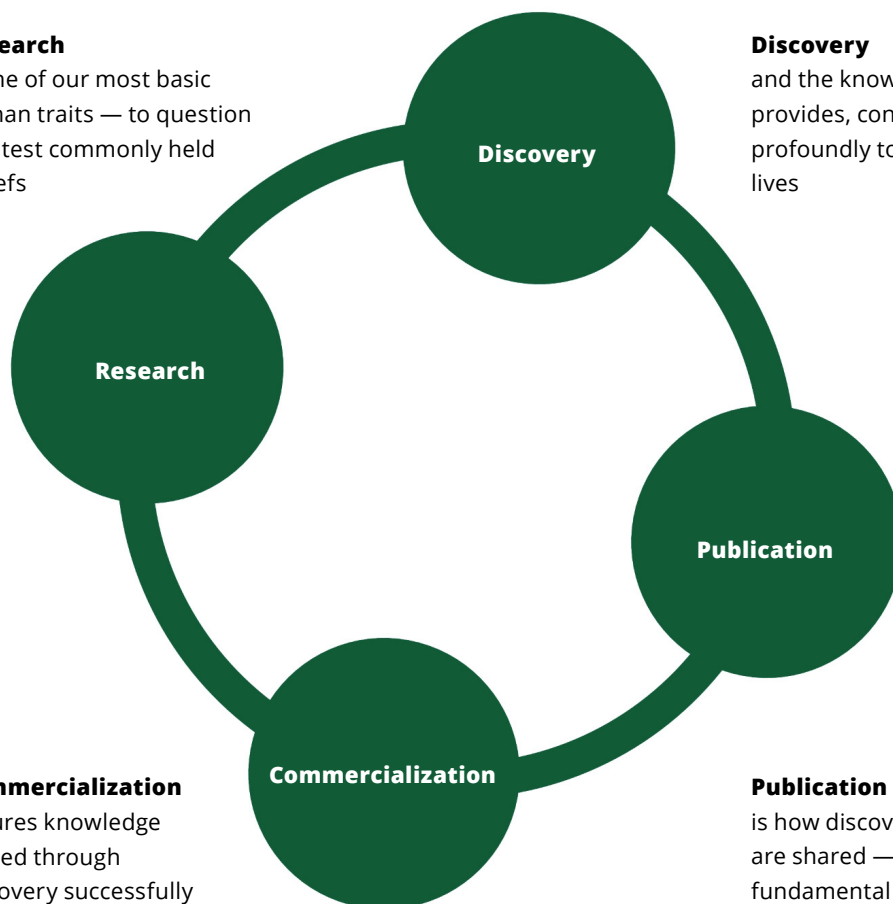
Publication

is how discoveries are shared — and fundamental to supporting the scientific method

Commercialization

Commercialization

assures knowledge gained through discovery successfully improves our lives



Wiley's global influence

12+ million unique visitors each month

311 Journals Top-ranked, peer-reviewed journals covering the full spectrum of the life sciences

Wiley Life Science journals monthly ad impressions worldwide

United States	2,109,815
China	1,361,811
Germany	243,248
Canada	344,789
United Kingdom	449,436
India	615,231
France	148,965
Rest of World	12,121,914

20,000 laboratory protocols Continuously updated collection of exquisitely detailed *life science* experiments

Innovative delivery platforms Serving digital access to top-ranked *life science* content on desktops and mobile devices

7.2 million articles Digitally indexed and searchable content from our journals, online books, and multi-volume reference works

Introducing: Unique access to life science research communities

We are proud to be an influential member of the communities we serve as publisher. Below is a partial list of topics which we address, with the number of journals we regularly publish, the societies with which we partner, and the number of articles published.

Biotechnology	58 Journals ⁴	12 Societies	5,102 Articles ¹
Cell & Molecular Biology	191 Journals ⁴	16 Societies	23,274 Articles ¹
Genetics	103 Journals ⁴	12 Societies	20,390 Articles ³
Microbiology	20 Journals ⁴	7 Societies	16,779 Articles ²
Neuroscience	95 Journals ⁴	10 Societies	12,057 Articles ¹

Chemistry & Spectral databases Recognized resources for chemical reactions and synthesis, and mass spectral libraries

Journal backfiles More than 19 million pages of historic research dating back to the eighteenth century

170 reference works Indispensable reference for professionals and academics

INTER-DISCIPLINARY reviews Unique content that combines the immediacy of a review journal with encyclopedic reference

¹ Wiley Online Library subject level 3 articles published July 2022 - June 2023

² Wiley Online Library subject level 3 (Applied Microbiology, Microbiology, Bacteriology & Prokaryotic Microbiology, Clinical Microbiology (Life Sciences), Clinical Microbiology (Medical), Infectious Disease & Microbiology, Microbiology & Virology, Molecular Microbiology) articles published July 2022 - June 2023

³ Wiley Online Library subject level 3 (Genetics, Animal Genetics, Genetics & Society, Human Genetics, Medical Genetics, Molecular Genetics, and Plant Genetics) articles published July 2022 - June 2023

⁴ Listed under the subject area on Wiley Online Library

Supporting research

Wiley is the world's leading society publisher partnering with 900+ professional societies and more than 2 million members.

Our focus on professional societies provides us with unique access to *life science* research communities. A society journal is a hub within the community. Sponsoring society journals provides exceptional access to opinion leaders, experts and academics. We are proud to be an influential member of the audience we serve.

Wiley is a global publisher with offices in every major country. We have the highest number of journals ranked by Journal Citation Reports in 53 categories.

Of the 879 Nobel laureates recognized, we have published content written by 476 — more than half! Many of our journals are ranked with the highest impact factor in their subject category.

A sampling of the renowned professional societies with which we partner:





Current Protocols is a series of laboratory manuals that provides detailed instructions for *life science* experiments. Established in 1987, the series comprises more than 25,000 peer-reviewed protocols across the program, with an editorial board of world-renowned experts. Top echelon scientists write protocols describing methods that are fundamental to major biological research disciplines. The authors are leaders in their fields, and some are Nobel Prize laureates. New protocols are published continuously on-line, with new issues released monthly.

The *Current Protocols* portfolio shares best practices from top labs worldwide. They are the most complete set of peer-reviewed protocols available, combining basic to advanced techniques with detailed discussion of objectives and expert guidelines.

- Nearly 25,000 peer-reviewed protocols
- Written and edited by leading scientists
- The world's leading collection of peer-reviewed and updated laboratory protocols

Current Protocols enables researchers at all levels to conduct **successful** and **reproducible experiments** by providing expert-written and proven step by step protocols, saving researchers **valuable time and resources**.



Universities provide their postdocs and students with access to **Current Protocols** for step-by-step guidance on fundamental laboratory procedures



Government and private research institutes rely on **Current Protocols** to ensure performance of standardized procedures for reproducible results



Pharmaceutical laboratories trust **Current Protocols** to assure harmonization of laboratory procedures across multiple facilities and locations.

Target audience

The target audience for *Current Protocols* includes anyone interested in conducting research in the *life sciences*. Sufficient detail is provided to permit duplication of the protocols in any laboratory, whatever the disciplinary background and level of sophistication.

Top 4 countries by usage are United States, Germany, England and China.

Current Protocols provides highly detailed instructions for performing life science laboratory techniques

Current Protocols Subject Areas:

- Bioinformatics
- Cell Biology
- Chemical Biology
- Cytometry
- Essential Laboratory Techniques
- Human Genetics
- Immunology
- Microbiology
- Molecular Biology
- Mouse Biology
- Neuroscience
- Nucleic Acid Chemistry
- Pharmacology
- Plant Biology
- Protein Science
- Stem Cell Biology
- Toxicology

Print advertising

Focused solutions

As the world's leading society publisher and partner, Wiley is unique in its relationship with the *life science* research communities. Our partnerships allow us to develop close relationships with opinion leaders, experts and academics.

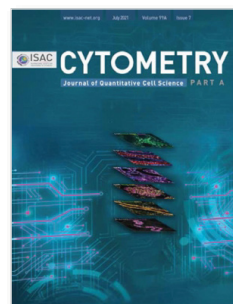
We publish influential, must-read content. Because our society journals provide a focused collection of information for the societies they serve, they have higher engagement and loyalty among their members.

Unlimited choices...

We offer full colour and black and white display ads available in full page or fractional ad sizes. Special positions as well as geographic and demographic issues may be available for your preferred journal, please inquire.

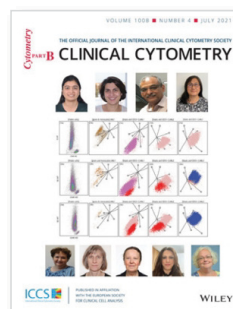
Other opportunities including bound inserts, belly bands, bookmarks, postage-paid reply cards, loose inserts, outserts, and special editions. Our publications are published in multiple formats, including print, online, CD-ROM, pre-loaded USB, and microsites.

We offer network and bundled media buys. Contact us for more information.



Cytometry Part A:

embraces the study of the cyto and has an Impact Factor of 3.7



Cytometry Part B:

Clinical Cytometry focuses on cellular system analysis as applied to translational research

Online opportunities

Your message — on screens everywhere

Most of our life science content is available on Wiley Online Library, which generates an average 85 million page views from over 19.5 million unique users each month. It provides seamless delivery of 7.2 million articles from 1,600 journals, 20,000 books and hundreds of reference works, laboratory protocols, and databases.

Wiley continues to invest in and develop digital initiatives to support its role as a leading knowledge provider. We are leveraging technology to serve the needs of scientific communities.

Banner advertising

Explore the world's broadest and deepest multidisciplinary collection of online resources covering life sciences. The Wiley Online Library is one of the world's most heavily trafficked online resources for scientific, medical and scholarly content. There are 19.5 million unique users per month with over 170 million ad impressions.

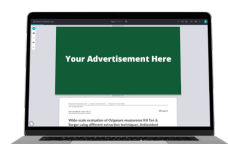


Of the 1,600 peer-reviewed journals we publish online, 311 are focused on the life sciences.

Please contact your representative for specific targeting opportunities.

ePDF Advertising

Associate your rich media digital advertisement with scholarly content in one of our participating journals. When a reader views the article, your ad and associated calls-to-action can't be overlooked.



ePDF Ads Specifications:

- Ad size: 1067 x 600 pixels
- Include your URL with ad creative file
- More advertising sizes are available, please refer to the [advertising specifications deck](https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf)

Email Advertising

Readers opt-in to receive email alerts to stay current with the latest life science content published in Wiley journals. What better place for your message? Sponsor an individual title or a targeted range of topics to communicate with your customer base. We offer a range of options to customize your sponsorship:



- Single sponsor exclusivity
- Audience targeted by a single journal or a range of journals in a subject category
- Advance notice of content (themes) featured in forthcoming e-newsletter issues
- Highly selective campaigns with pricing based on the volume of opted-in registrants

We offer you visibility options on over 50 popular e-newsletters covering various topics. An example of circulation numbers are shown below. These figures are approximate and subject to a 10-to-20% variation. Please consult your Wiley representative for up-to-date figures.



Email Advertising	Circulation
Cell and Molecular Biology	16,976
Genetics	12,002
Microbiology and Virology	14,993
Neuroscience	17,904

Consult with your Wiley account representative for prices and specifications.

For detailed digital advertising specifications, visit:

<https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

Move Beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.

Events & Education

Sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

Communications

These sponsored publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to your target audience.

Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!



Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our digital events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

■ Webinar

Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.



Choose from:

- **Single-Speaker Webinar**
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor.

Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting

■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers and panel discussions.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



■ Knowledge Hub

Strategically showcase your brand alongside trusted, relevant content.

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a combination of engaging content, such as article collections, webinars, content feeds, and more!

Knowledge Hubs help your audience put their research into practice and enable you to:

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

Take advantage of expert project management for seamless execution.

Pricing

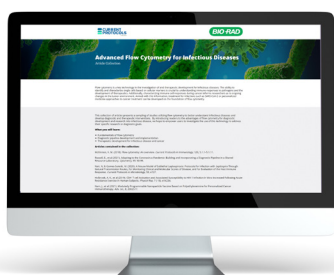
For detailed information on any of these options, please contact your local representative.

Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 5 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

By sponsoring an Article Collection, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

Expert Insights

Provide your audience with a sponsored publication focusing on a specific topic in your field.

Solutions include our:

- Expert Insights Article Summary Collections
- Expert Insights Whitepapers
- Expert Insights Custom E-books



Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.

With Expert Insights scientists and industry professionals get a comprehensive view on a key topic and your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists and industry professionals.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



Work with Wiley to identify a topic — we take care of the content and design

By sponsoring an EKB, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

Pricing

For detailed information on any of these options, please contact your local representative.

Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On / Print Copies	Get extra printed copies of content products to share.

Pricing

For detailed information on any of these options, please contact your local representative.

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About Wiley

Wiley is a world-leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles.

Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at **corpsolutions@wiley.com**