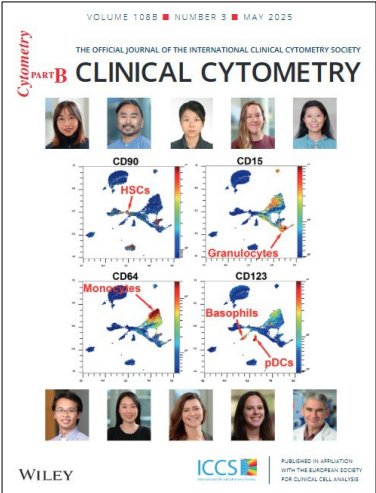
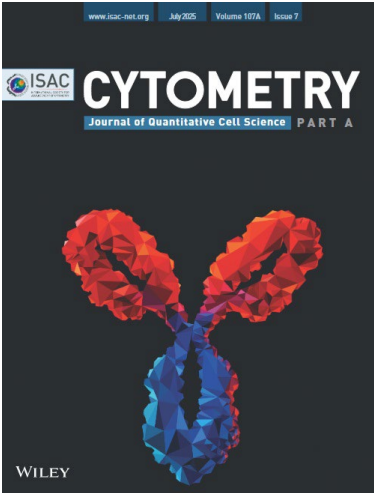


WILEY

Life Sciences

MEDIA GUIDE 2026

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

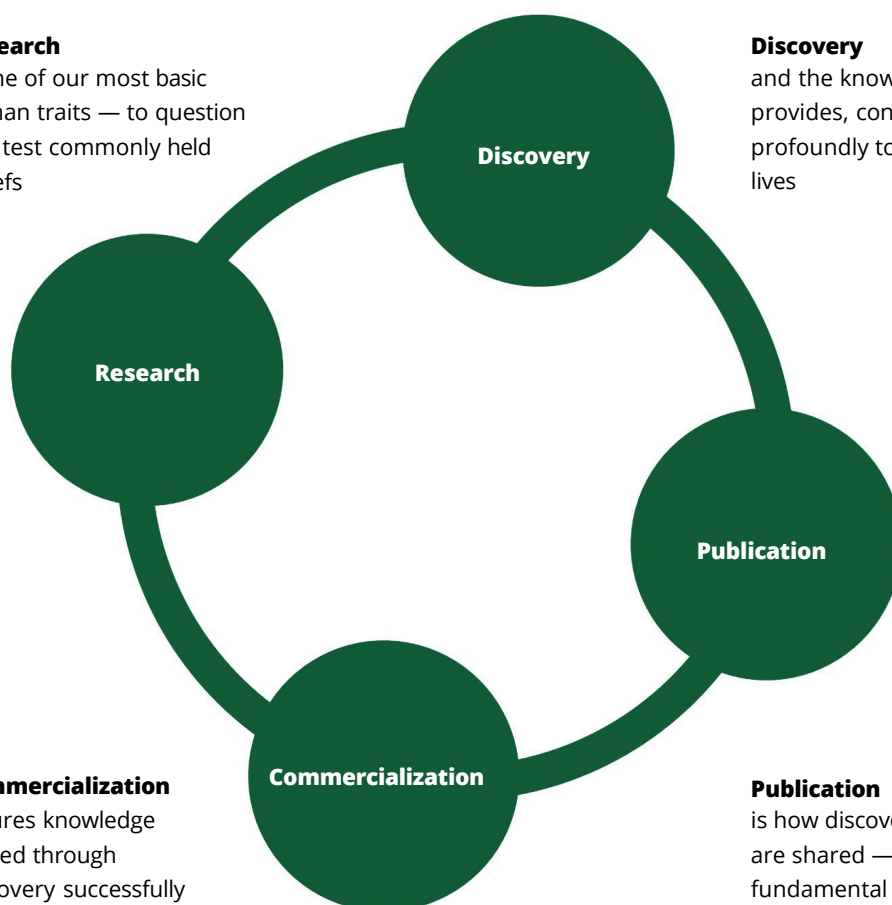
is how discoveries are shared — and fundamental to supporting the scientific method

#### Research

#### Commercialization

#### Commercialization

assures knowledge gained through discovery successfully improves our lives



## Wiley's global influence

**12+** million unique visitors each month

### Wiley Life Science journals monthly ad impressions worldwide

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

### 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 and the societies with which we partner.

Biochemistry	<b>30</b> Journals <sup>1</sup>	<b>9</b> Societies
Immunology	<b>50</b> Journals <sup>1</sup>	<b>11</b> Societies
Biotechnology	<b>8</b> Journals <sup>1</sup>	<b>4</b> Societies
Cell & Molecular Biology	<b>61</b> Journals <sup>1</sup>	<b>18</b> Societies
Genetics	<b>12</b> Journals <sup>1</sup>	<b>4</b> Societies
Microbiology & Virology	<b>27</b> Journals <sup>1</sup>	<b>4</b> Societies
Neuroscience	<b>33</b> Journals <sup>1</sup>	<b>13</b> Societies

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

**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

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

**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

**44** reference works Indispensable reference for professionals and academics

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

<sup>1</sup> 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.

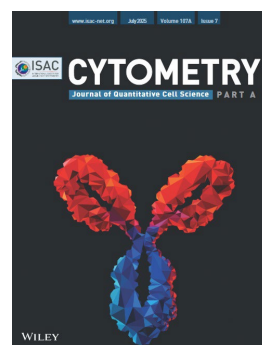
We publish influential, must-read content. Because our society journals provide a focused collection of information for the societies they serve, they have higher engagement and loyalty among their members.

### 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.

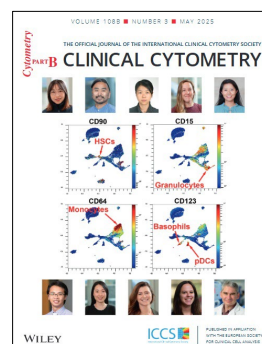
Other opportunities including bound inserts, belly bands, bookmarks, postage-paid reply cards, loose inserts, outserts, and special editions. Our publications are published in multiple formats, including print, online, CD-ROM, pre-loaded USB, and microsites.

We offer network and bundled media buys. Contact us for more information at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com).



#### ***Cytometry Part A:***

embraces the study of the cytochrome and has an Impact Factor of 2.1



#### ***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 277 million unique visitors annually. It provides seamless delivery of over 8 million articles from 2,000+ 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.

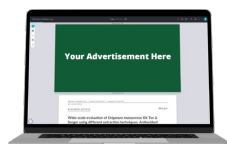


Of the 1,600 peer-reviewed journals we publish online, 311 are focused on the life sciences.

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 desk](https://corporate.wiley.com/assets/downloads/wol-advertising-specifications.pdf)

For detailed digital advertising specifications, visit:

<https://corporate.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.

## Move Beyond Advertising

Creating deeper and meaningful connections with audiences across science, technical, and engineering.



Whether it be lead generation, brand awareness, virtual events, or trusted content, we can help you find the right marketing mix and channels to reach your goals with expert teams, content strategy, and project management to reach your objectives. Explore how you can create deeper, meaningful connections with our content and event solutions on the Wiley Focus.

### Content Solutions

Be a thought leader in area of expertise, with tailored solutions to generate quality leads including:



#### Article Collections

Build credibility and positioning with professionals through association with a curated collection of quality articles they value and in topic areas important to your brand.



#### Expert Insights

Share expert knowledge through sponsored publications, eBooks, whitepapers, and article collections that establish your authority and generate qualified leads.



#### Essential Knowledge Briefing (EKBs)

Deliver practical scientific, technical, and industrial knowledge through concise guides that busy professionals value and trust.



#### How-to Guides

Sponsor quick, actionable content that positions you as a thought leader, for providing step-by-step guides to professionals that can be reused throughout their career.



#### Knowledge Hub

Create a dedicated online learning destination for your target audience for long-term engagement, continuous lead generation, consistent content delivery, and brand authority.

### Event Solutions

Deliver relevant, focused engaging virtual experiences to gain brand authority with your target audience through:



#### Webinars

Showcase and share your expertise and valuable scientific and industry insights to receive direct audience engagement and interactions.



#### Virtual Events

Create a digital experience connecting your brand with your target audience in a trusting learning environment that drives perception, leads, and showcases your expertise.



#### Wiley led Virtual Events

Discover quality virtual events and expert KOL speaker sessions ready for sponsorship to elevate your brand and to capture quality leads.

View our [virtual event calendar](#).



#### Amplifiers

Boost engagement further with memorable additional content and touchpoints such as an infographic, content feed, eLearning, expert commentary, translations, and more.

**Your strategic partner for exceptional audience reach and content strategy.**

## Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by understanding your objectives. From there, our subject matter experts will work with you to design a high-impact program that brings your solutions and messages to science and industry professionals everyday work and discovery journey. We make it easy for you from start to finish to set up a plan for success.

**Ready to give your message more visibility?**

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)



# Contact

## Advertising

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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 2,000+ 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?

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)