WILEY

AMERICAN ASSOCIATION of PHYSICISTS IN MEDICINE

# American Association of Physicists in Medicine

## Media Guide 2027



# The official voice of the AAPM

***Medical Physics*** focuses on the physics and engineering aspects of therapy and imaging (with heavy emphasis on radiation therapy and diagnostic imaging), and publishes groundbreaking research, reviews, short technical reports, and book reviews, as well as abstracts from the AAPM Annual Meeting. Additionally, regular features like Point/Counterpoint discussions of controversial issues and Future of Medical Physics papers are delivered to devoted readers each and every issue.

**Medical physicists are associated with hospitals, clinics, universities, and research centers. They are active in, and essential to, disciplines such as:**

- Diagnostic Radiology
- Therapeutic Radiology
- Nuclear Medicine
- Imaging Technology
- Ultrasound
- Radiobiology & Immunology
- Cardiology
- Oncology
- Radiation Oncology
- Computer Applications in Medicine & Biology

***The Journal of Applied Clinical Medical Physics (JACMP)*** is an open access journal devoted to publishing papers that help clinical medical physicists and other health professionals perform their responsibilities more effectively and efficiently for the increased benefit of the patient. ***JACMP*** publishes papers in radiation oncology, medical imaging, radiation measurements, radiation protection and regulations, non-ionizing topics, medical physics clinical practice, professional issues, and other topics.




**Editor-in-Chief:**
John M. Boone,
University of California at Davis

Frequency: 12 issues per year

**Impact Factor: 2.5**
Full Text Views (1 May 2025 – 30 Apr 2026): 1,169,480




**Editor-in-Chief:**
Yi Rong, Mayo Clinic

Frequency: 12 issues per year

**Impact Factor: 2.5**
Full Text Views (1 May 2025 – 30 Apr 2026): 654,374

All members of AAPM receive the Journals as part of their membership benefits. Readers pay close attention to the advertisements appearing online. The majority of readers have responsibility for technology purchases, and all have a keen interest in new products and technologies. If your marketing goal is to reach the medical physicist professional, ***Medical Physics*** and ***JACMP*** offer you a powerful and cost-efficient communications vehicle.

# Opportunities for exposure - Online

## Medical Physics

**Digital circulation:** 5,899 average subscribers

**Avg. weekly article downloads:** Over 22,000

**Avg. monthly unique visits:** Over 84,000

Issue Alerts deploy bi-monthly to approximately 8,600 recipients with measurable results.

## The Journal of Applied Clinical Medical Physics

**Avg. weekly article downloads:** 22,490




**Banner Ads available in different sizes and formats.**

PDF Full Page Ads as either the cover or last page of every article downloaded within a given week.

https://aapm.onlinelibrary.wiley.com/ is the web home for ***Medical Physics*** and ***JACMP***, with numerous unique sponsorship opportunities for reaching the market.

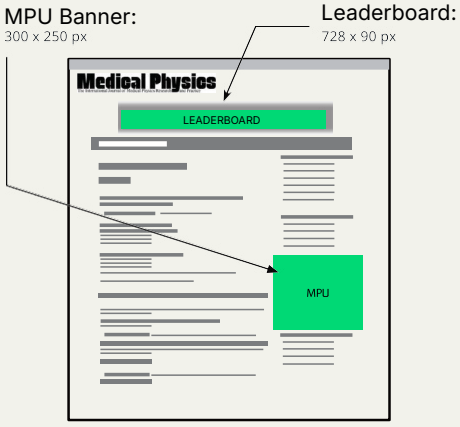
# Online opportunities — Medical Physics

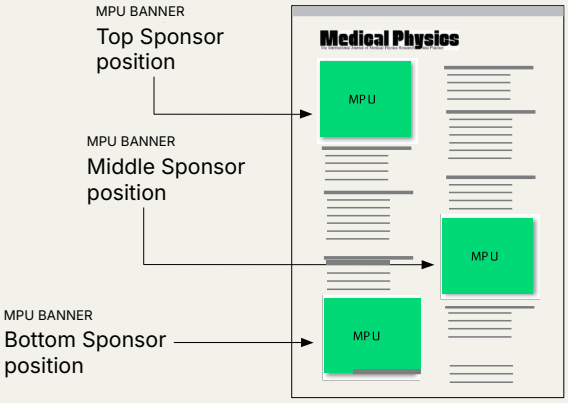
## Web banner advertising

***Medical Physics*** is published on the Wiley Online Library, one of the world's most heavily trafficked online resources for scientific, medical, and scholarly content.

Visit the journal at: https://aapm.onlinelibrary.wiley.com

Ad banners are available in 2 configurations, Leaderboard and MPU. Please contact your account manager for specific targeting opportunities.




## Web banner pricing — HTML digital display advertising

| Screen Size | Ad Unit | Ad Sizes | Portfolio | Portfolio + Geo | Individual Title(s) | Individual Title(s) + Geo |
|---|---|---|---|---|---|---|
| Desktop | Leaderboard | 728×90 | $112 | | | |
| | MPU | 300×250 | | | | |
| Mobile | Mobile Leaderboard | 320×100, 320×50, 300×50 | | | | |

## Web banner ad specifications

- Leaderboard dimensions: 728 x 90 pixels.
- MPU dimensions: 300 x 250 pixels (no animation).
- Accepted formats: GIF, JPG, PNG, HTML5 (site served & 3rd party).
- File size: 200 KB max.
- Click-through URLs required.
- Rich media creatives also accepted.
- Max frame rate is 24 FPS, max looping is 3.
- Max animation length 15 seconds.
- Audio must be user initiated.
- Controls: Close X; play, pause, rewind, volume; font 16pt.
- All artwork subject to review by publisher prior to placement.

## Issue alerts

Reach ***Medical Physics*** subscribers who opt-in for bi-monthly Issue Alerts, a preview of upcoming journal articles in a mobile-friendly email. Display your message in a high-exposure 300 x 250 pixel MPU Banner ad.

**Measurable results:** We take the guesswork out of your online advertising program by providing periodic tracking reports of impressions and click-through rates of your banner ads.

For detailed digital advertising specifications, visit:
https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf

# Online opportunities — Medical Physics

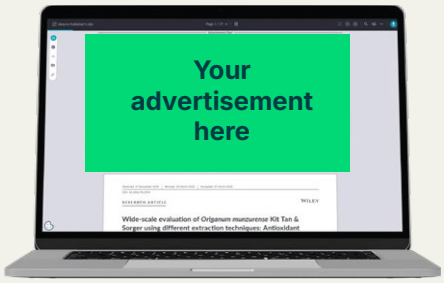
## ePDF advertising

Associate your rich media digital advertisement with scholarly content in ***Medical Physics***. When a reader views the article, your ad and associated calls-to-action can't be overlooked.

### Wiley ePDF advertisement specifications:

| | Ad Unit | Size |
|---|---|---|
| **Desktop** | Full Page | 960×1265 |
| | Billboard | 970×250 |
| | 16×9 - X - large | 1280×720 |
| | 16×9 - Large | 1067×600* |
| | 16×9 - Standard | 960×540 |
| **Mobile** | MPU | 300×250 |
| | Full screen | 320×480* |

**Optimum display and user experience*




- Include your URL with ad creative file
- More advertising sizes are available, please refer to the advertising specifications deck

**15% discount**

When purchasing both ***Medical Physics*** & ***Journal of Applied Clinical Medical Physics*** ePDF Cover Ad.

For detailed digital advertising specifications, visit:
https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf

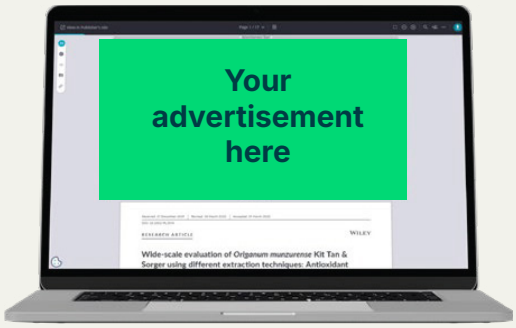
# Online opportunities — Journal of Applied Clinical Medical Physics

***Journal of Applied Clinical Medical Physics*** is published on the Wiley Online Library, one of the world's most heavily trafficked online resources for scientific, medical, and scholarly content.

Visit the journal at: https://aapm.onlinelibrary.wiley.com

## Banner advertising

- Leaderboards: 728 x90pixels
- MPU(square): 300x250pixels
- Include your URL with ad creative file
- Accepted file formats: GIF, JPG, PNG and HTML5; maximum size: 200KB




## ePDF advertising

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

- 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.

## Issue alerts

Reach subscribers who opt-in for monthly Issue Alerts, a preview of upcoming journal articles in a mobile-friendly email. Display your message in a high-exposure 300 x 250 pixel MPU Banner ad.

- MPU ad units: 300 x 250 pixels (no animation).
- Accepted formats: GIF, JPG, PNG. No 3rd party tags accepted.
- File size: 200 KB max.
- Click-through URLs required.
- All artwork subject to review by publisher prior to placement.

## Contact

Send digital advertising files to: OnlineAdTraffic@wiley.com

**15% discount**

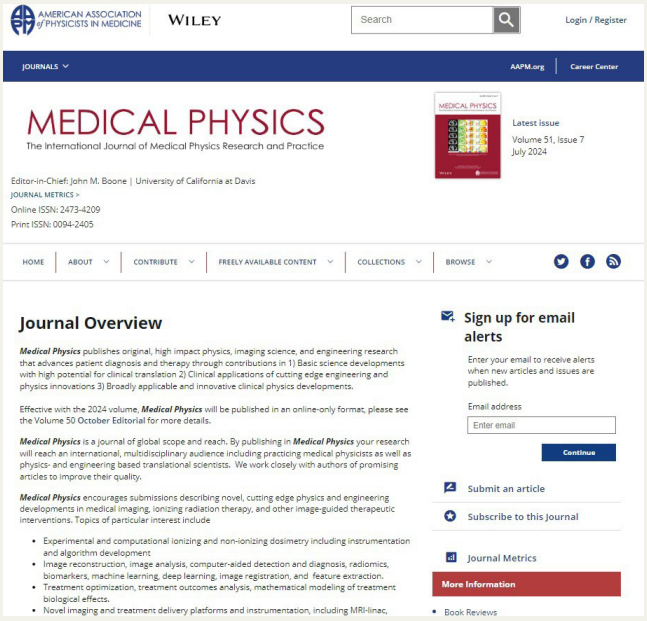
When purchasing both ***Medical Physics*** & ***Journal of Applied Clinical Medical Physics*** ePDF Cover Ad.

For detailed digital advertising specifications, visit:
https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf

# Online opportunities for 2027

## Sponsored videos

Increase your brand visibility and reputation by placing your video alongside relevant Wiley content on Wiley Online Library.



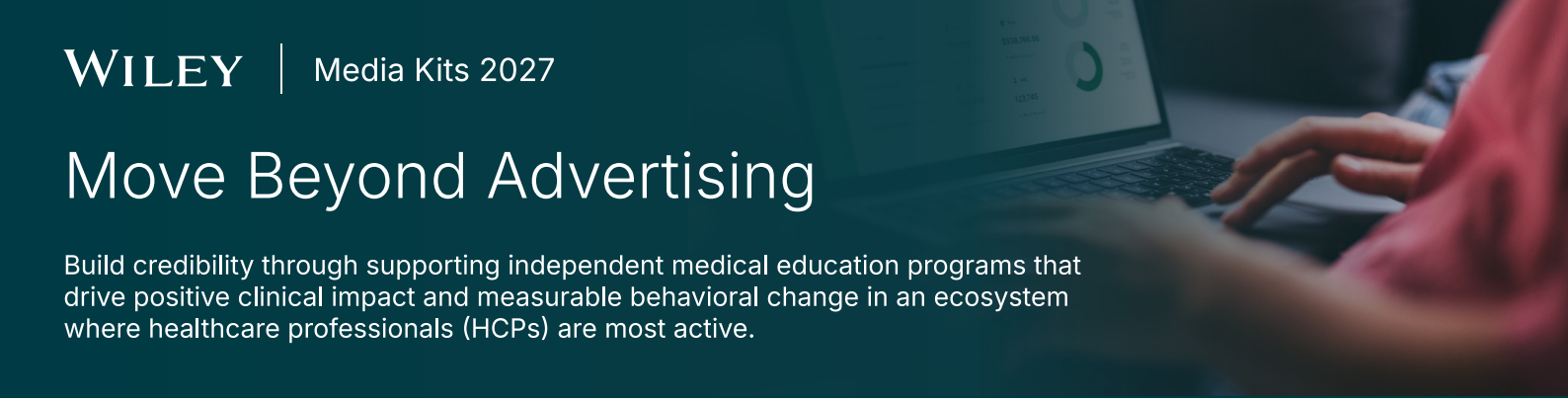

### 2027 Rate: $1,820 per month

### Specifications

- Preferred: 1080 HD.
- Minimum: 720 HD.
- Max running time: 2 minutes.

WILEY | Media Kits 2027

# Move Beyond Advertising



Build credibility through supporting independent medical education programs that drive positive clinical impact and measurable behavioral change in an ecosystem where healthcare professionals (HCPs) are most active.

Healthcare professionals don't just consume information. They verify it. **72% turn to medical journal publishers** as their primary validation source. Wiley delivers educational programs and messages in those exact moments of trust — inside the journals, platforms, and society networks HCPs rely on every day — so that the education reaches the right people and drives real change in practice.

## Independent Medical Education

### CME Accredited | Advanced Outcomes Measurement (Moore's Levels 1-5)

Close knowledge gaps. Build lasting clinical competence. Drive outcomes you can measure — with programs developed independently alongside leading journals, societies and KOLs, accredited to global standards.

### AI-Powered Patient Simulations

Knowledge to Practice is Wiley's AI virtual-patient CME format that lets clinicians rehearse high-stakes consultations in a safe, conversation-based simulation, then receive instant, task-by-task feedback to build the communication and shared decision-making skills that drive better patient outcomes.

### Curriculum-Based Knowledge Hubs

Build a long-term educational home for your therapeutic area — a single, trusted destination that continuously deepens HCP understanding. Combine multiple educational formats such as infographics, webinars, eLearning, articles, and expert commentary, to drive knowledge, confidence and behavioral change amongst targeted cohorts.

### Podcasts - Learning on the Move

A flexible, accessible way to engage HCPs through expert discussion and commentary on key clinical topics. Distributed via trusted Wiley channels and major podcast platforms, podcasts extend reach and visibility while delivering credible, on-demand audio/video content for busy clinicians.

### eLearning - Interactive Modules

Created in bite-sized modules for a micro-learning approach and easy consumption. Combining KOL commentaries, panel discussions and case studies to deliver an impactful learning experience.

### Live Virtual Webinars

Independently developed with expert faculty, our webinars close specific clinical knowledge gaps through live discussion and Q&A, with on-demand access for 12 months.

### Text-Based Learning

A cost-effective way to engage healthcare professionals with relevant updates on specific topics or conferences. Delivered through established journals, these high-quality, peer-reviewed articles offer trusted content to professionals.

### ACCREDITATION • ALL FORMATS

Build accredited learning programs for both **ACCME (US)** and **EBAC (Europe)**. Our dual accreditations means our IME programs now meet the global gold standard. Partner with us to deliver CME your HCP audience can trust.

### OUTCOMES REPORTS • ALL FORMATS

Our reports turn evidence into **impact, insights and action** — measuring change in knowledge, competence, confidence and behaviour (Moore's Levels 1-5) and recommending where to focus next.

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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.

LEARN MORE

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