

WILEY



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

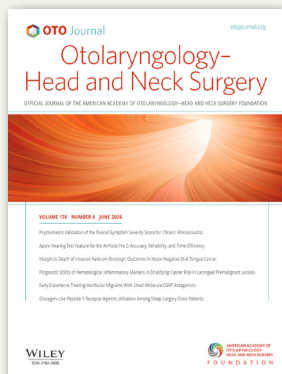
Otolaryngology– Head and Neck Surgery

Media Guide 2027



Otolaryngology–Head and Neck Surgery

Otolaryngology–Head and Neck Surgery (OTO Journal)



Otolaryngology–Head and Neck Surgery (OTO Journal) is the official peer-reviewed publication of the American Academy of Otolaryngology–Head and Neck Surgery Foundation (AAO-HNSF). OTO Journal's mission is to publish contemporary, ethical, clinically relevant information in otolaryngology, head and neck surgery (ear, nose, throat, head, and neck disorders) that can be used by otolaryngologists, clinicians, scientists, and specialists to improve patient care and public health.

OTO Journal is read by otolaryngologists, audiologists, allergists, immunologists, plastic surgeons, general surgeons, speech pathologists, scientists and other related specialists. The readership includes all members of the American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS).

The AAO-HNS represents otolaryngologist–head and neck surgeons who diagnose and treat disorders of those areas. The medical disorders treated by member physicians are among the most common that afflict all individuals and in all patient populations. They include chronic ear infection, sinusitis, snoring and sleep apnea, hearing loss, allergies and hay fever, swallowing disorders, nosebleeds, hoarseness, dizziness, and head and neck cancer.

Impact Factor 2.5
Frequency Monthly
Circulation 7,430

OTO Open



OTO Open is the official peer reviewed, gold open access journal of the American Academy of Otolaryngology–Head and Neck Surgery Foundation. The mission of OTO Open is to offer rapid online publication of clinically relevant information in otolaryngology–head and neck surgery (ear, nose, throat, head, and neck disorders) to facilitate the dissemination of research and to share clinically focused manuscripts and digital materials that enhance patient care.

As an open access publication, all articles are rigorously peer-reviewed, brought to publication as rapidly as possible, and freely available online immediately upon publication. Production costs are covered by Article Processing Charges (APC) paid by the author/institution/funder upon acceptance of the manuscript. This fee covers the cost of publication and ensures that the article will be freely available. There is no charge for submitting a paper to OTO Open. The final typeset and copyedited version of the article will be available online in an average of 20 working days.

Contributions are published under a Creative Commons Attribution Non-Commercial license (CC BY-NC) which allows others to re-use the Contribution without permission as long as the Contribution is properly referenced and the use is non-commercial.

Impact Factor 1.5
Frequency Quarterly

Editor-in-Chief: Cecelia E. Schmalbach, MD, MSc

Reach the professionals who matter. Prove that you did.

Wiley is transforming how corporates reach verified physicians, researchers, and engineers within the world's most trusted scientific content. Go beyond reach - target by specialty, role, and research interest, whether you're running contextual campaigns across our premium content network or activating verified audience segments for precision targeting. Coming this year: AI-powered audience targeting, advanced campaign analytics, and performance reporting tied to real outcomes.

Be first in line for early access.

LET'S CONNECT

Print schedule

Otolaryngology–Head and Neck Surgery (OTO Journal)

Issue number	Booking deadline	Materials & inserts due	Print publication date
176:1 January 2027	30-Nov-26	10-Dec-26	7-Jan-27
176:2 February 2027	28-Dec-26	7-Jan-27	4-Feb-27
176:3 March 2027	26-Jan-27	5-Feb-27	5-Mar-27
176:4 April 2027	26-Feb-27	8-Mar-27	5-Apr-27
176:5 May 2027	29-Mar-27	8-Apr-27	6-May-27
176:6 June 2027	27-Apr-27	7-May-27	4-Jun-27
177:1 July 2027	28-May-27	7-Jun-27	5-Jul-27
177:2 August 2027	29-Jun-27	9-Jul-27	6-Aug-27
177:3 September 2027	28-Jul-27	7-Aug-27	3-Sep-27
177:4 October 2027	25-Aug-27	4-Sep-27	1-Oct-27
177:5 November 2027	28-Sep-27	8-Oct-27	5-Nov-27
177:6 December 2027	26-Oct-27	5-Nov-27	3-Dec-27

Online schedule

OTO Open

Issue number	Issue cover date	Published online
11:1	January-March 2027	26-Mar-27
11:2	April-June 2027	25-Jun-27
11:3	July-September 2027	24-Sep-27
11:4	October-December 2027	28-Dec-27

Multiple opportunities for exposure



In print

OTO Journal



Online

OTO Journal and OTO Open



Meeting

AAO-HNSF Annual Meeting
& OTO Expo

Audience

- Head and Neck Surgeons
- Sleep Specialists
- Otolaryngologists
- Audiologists
- Allergists
- Laryngologists
- Rhinologists
- Immunologists
- Plastic Surgeons
- General Surgeons
- Otologists
- Neurotologists
- Speech Pathologists
- Scientists

The readership includes all members of the American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS). The Academy has approximately 13,000 members.

Advertising rates & specifications

Black and white 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	2027 Price
Full page	\$2,890
Half page	\$1,575

Color rates: Full page 4-color charge (in addition to B&W rate above): \$2,370

Cover and preferred position rates

(uplift from mono rate)

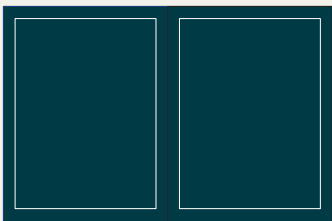
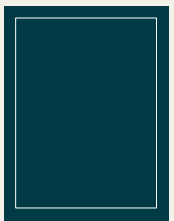
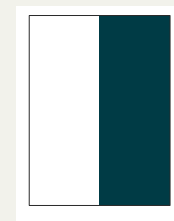
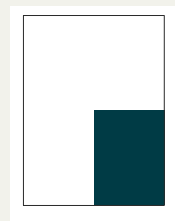
Inside Front Cover	Earned B&W rate	Back Cover	Earned B&W rate
Facing TOC	Earned B&W rate	Facing first text page	Earned B&W rate
Other specific positions	Earned B&W rate		

Publication Trim Size: 8.125" W x 10.875" H

Paper Stock: Covers: 10 pt. C2S | Inside pages: UPM Classic Gloss 80gsm

Halftone Screen: 133

Ad size specifications

					
2-page spread bleed W 17.125" H 11.125"	Full page bleed W 8.5" H 11.125"	Full page no bleed W 7" H 10"	Half page horizontal W 47" H 5"	Half page vertical W 3.5" H 10"	Quarter page W 3.5" H 5"

Ads to be supplied in CMYK or black and white

All transparencies are flattened

All fonts are embedded

Must be supplied in PDF format; Word documents can be typeset within size specifications

Please view our terms and conditions for further detail

Online Opportunities

Web banner advertising

Otolaryngology–Head and Neck Surgery (OTO Journal) is published on Wiley Online Library, one of the world's most heavily trafficked online resources for scientific, medical and scholarly content. Advertising opportunities include a leaderboard, and an MPU, or square.

Please contact your account manager for specific targeting opportunities.

Web banner pricing — HTML digital display advertising (CPM)

Screen Size	Ad Unit	Ad Sizes (pixels)	CPM
Desktop	Leaderboard	728×90	\$112
	MPU	300×250	\$112
Mobile	Mobile Leaderboard	320×100, 320×50, 300×50	\$112

Pricing shown reflects the Portfolio / Portfolio + Geo / Individual Title(s) / Individual Title(s) + Geo rate.

Web banner ad specifications

- Leaderboard dimensions: 728 x 90 pixels
- MPU dimensions: 300 x 250 pixels
- Accepted formats: GIF, JPG, PNG, HTML5 (site served & 3rd party)
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement
- More advertising sizes are available; please refer to the advertising specifications deck

ePDF advertising

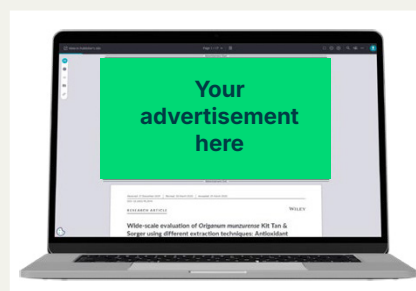
Associate your rich media digital advertisement with scholarly content in OTO Journal. When a reader views the article, your ad and associated calls-to-action can't be overlooked.

	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

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



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.



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.

Contact

Advertising — The Americas

Karl Franz, *Regional Sales Manager*
603-416-0364 kfranz@wiley.com

Europe: corporatesaleseurope@wiley.com

Asia: corporatesalesaustralia@wiley.com

Recruitment

Alain Chong, *Team Lead - Talent & Marketing Solutions*
recruitmentsales@wiley.com

Reprints

Rosie Abrahams, *Senior Manager, Regional Sales*
+44 7867 908052

LEARN MORE