WILEY

2022 Advertising Rate Card

Pediatric Anesthesia

Pediatric Anesthesia advances the science and clinical practice of pediatric anesthesia, pain management and peri-operative medicine through dissemination of research, education and quality improvement. The scientific and clinical content of *Pediatric Anesthesia* covers a wide selection of medical disciplines in all areas relevant to paediatric anaesthesia, pain management and peri-operative medicine.

Learn more >>

Editor-in-Chief:
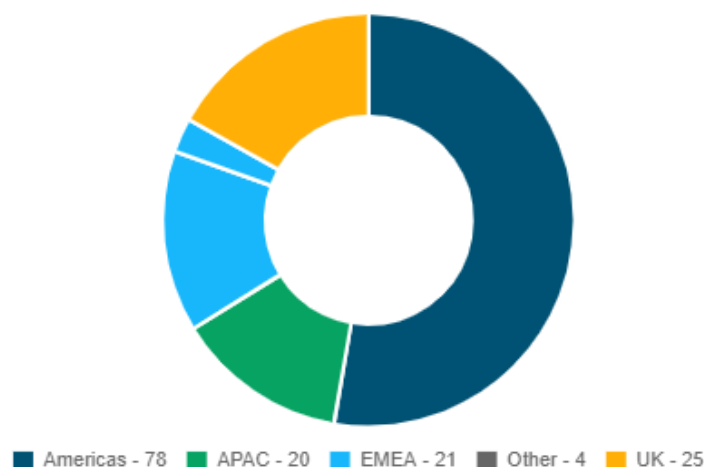A. Davidson

Audience:

Pediatric Anesthesia reaches an audience dedicated to the science and clinical practice of pediatric anesthesia, pain management in pediatrics, and peri-operative medicine.

Learn more about the Pediatrics Portfolio >>

Reach

Print		
	Total Print	148
	Frequency	13 issues per year

Digital		
	Unique Visitors on Wiley Online Library in 2020	356,835
	Average Monthly Page Views in 2020	81,005
	Full Text Downloads in 2020	427,653

Print Circulation by Region

- Americas - 78
- APAC - 20
- EMEA - 21
- Other - 4
- UK - 25

Rates

Pricing	Pricing below is in GBP and is established based on publication origin.
Earning 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.

Cover Position	Uplift from Colour Rate
Cover 2	15%
Cover 3	25%
Other Premium Positions	15%

Ad Size	2022 Price
Full Page Mono	£ 765.00
Full Page Colour	£ 1,815.00
Half Page Mono	£ 525.00
Half Page Colour	£ 1,610.00
Double Page Spread	£ 3,260.00
Inserts **Outserts** **Cover Tips** **Belly Bands** **Wrap**	*Contact your Account Manager for details*
All rates are commissionable to bona-fide agencies.	

Issue Deadlines

Issue date	Booking Deadline	Materials Due	Inserts Due
32:1 January 2022	14-11-2021	20-11-2021	30-11-2021
32:2 February 2022	19-12-2021	25-12-2021	04-01-2022
32:3 March 2022	22-01-2022	28-01-2022	07-02-2022
32:4 April 2022	13-02-2022	19-02-2022	01-03-2022
32:5 May 2022	17-03-2022	23-03-2022	05-04-2022
32:6 June 2022	17-04-2022	23-04-2022	03-05-2022
32:7 July 2022	22-05-2022	28-05-2022	07-06-2022
32:8 August 2022	19-06-2022	25-06-2022	05-07-2022
32:9 September 2022	17-07-2022	23-07-2022	02-08-2022
32:10 October 2022	20-08-2022	26-08-2022	05-09-2022
32:11 November 2022	18-09-2022	24-09-2022	04-10-2022
32:12 December 2022	16-11-2022	22-11-2022	02-12-2022

Digital Statistics for Pediatric Anesthesia

Unique Visitors on WOL for Pediatric Anesthesia in 2020: 356,835				
Unique Visitors on WOL by Region				
Americas	APAC	EMEA	UK	Other
24%	29%	12%	6%	29%

Average Monthly Page Views for Pediatric Anesthesia in 2020: 81,005				
Page Views by Region				
Americas	APAC	EMEA	UK	Other
24%	19%	17%	7%	33%

Banner Advertising

Explore the world's broadest and deepest collection of online resources. Place your banners on the **Wiley Online Library**, one of the most heavily trafficked online resources for scientific, medical, and scholarly content.

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Additional Opportunities

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Essential Knowledge Hub	ePDF Advertising*	Custom Projects	Article Discovery Packages

*ePDF ads only available on select publications

For more information contact
advertising@wiley.com
corporatesolutions.wiley.com

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Advertising Specifications

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 283.0 mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0 mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0 mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0 mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0 mm 17.125" x 11.125"
Contact your Account Manager for sizes of other opportunities.		

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"

Print Ad Specifications

Full Page Ad
Non-Bleed

Ad size: w x h
178.0 mm
x
254.0 mm

7.0"
x
10.0"

Half Page Ad
Vertical

Ad size: w x h
89.0 mm
x
255.0 mm

3.5"
x
10.0"

Half Page Ad
Horizontal

Ad size: w x h
177.0 mm
x
127.0 mm

7.0"
x
5.0"

Quarter Page Ad

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)**

LeaderboardDigital Display Ads

Ad size:
728px
x
90px

MPU
Digital Display Ads

Ad size:
300px
x
250px

Submit Your Creatives

Print Advertising

Submit all creatives to
PrintAdTraffic@wiley.com
All print ads must have a minimum resolution of 300dpi

Digital Advertising

Submit all creatives to
OnlineAdTraffic@wiley.com

Cover Tip/Belly Bands & Inserts Materials

Submit materials to:
COS
9 Kian Teck Crescent,
628875
Singapore

Contact Information

Print Production — **PrintAdTraffic@wiley.com**

Digital Production — **OnlineAdTraffic@wiley.com**

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