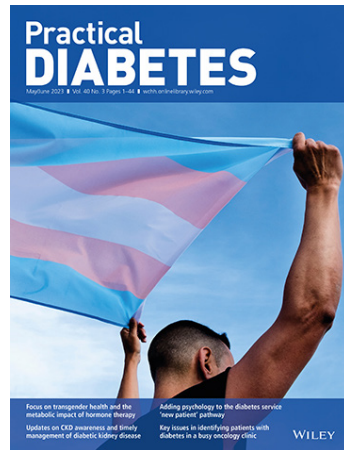
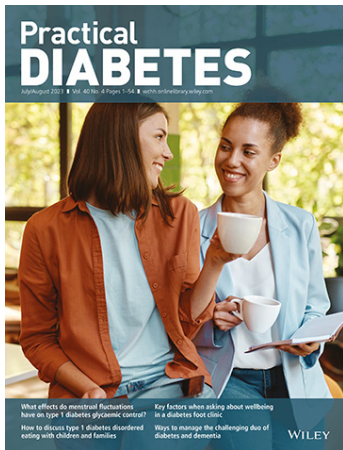


WILEY

Practical Diabetes

MEDIA GUIDE 2024



MEDIA GUIDE

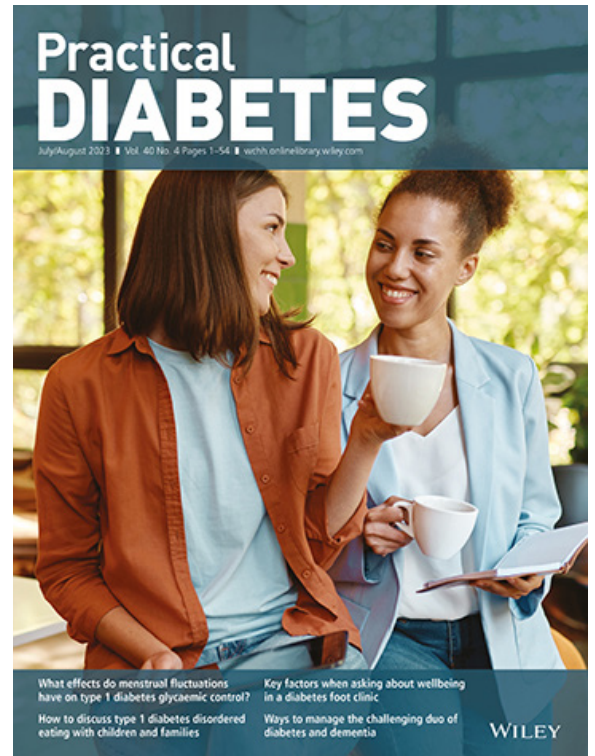
Practical Diabetes

Practical Diabetes publishes practical, clinical articles from some of the leading names in diabetes care.

With over 35 years in print, the journal has a prestigious multi-disciplinary editorial board and applies a rigorous peer-review process.

Practical Diabetes publishes 6 times a year and features original research, reviews, case reports, policy profiles, editorials and drug notes.

Contact our Corporate Solutions team for more information on the content and advertising options available.



CONTENTS

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9. MOVE BEYOND ADVERTISING
10. SISTER PUBLICATIONS
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AT A GLANCE

11,000
recipients in print

12,577
recipients of the
eNewsletter

40,573
average monthly
pageviews (see Page 7
for geo breakdown)

Distribution

11,000

PRINT DISTRIBUTION

40,573AVERAGE MONTHLY
PAGEVIEWS**12,577**E-NEWSLETTER
RECIPIENTS*

*Based on 2023 usage

PRACTICAL DIABETES

HCPs in diabetes

GPs, Hospital doctors, Paediatric consultants, Hospital consultants

1,750

Diabetes specialist nurses

3,731

Nurse specialists

1,745

Diabetologists

2,285

Cardiologists

1,111

Pharmacists (Diabetes and Endocrinology)

68

Other

310

Total

11,000

Schedule

Print

Issue	Publishing date	Booking deadline	Artwork deadline
41:1	1-Feb-24	18-Jan-24	22-Jan-24
41:2	28-Mar-24	14-Mar-24	18-Mar-24
41:3	6-Jun-24	22-May-24	24-May-24
41:4*	n/a	n/a	n/a
41:5	3-Oct-24	19-Sep-24	23-Sep-24
41:6*	n/a	n/a	n/a

*Online Only

E-newsletter

Issue	Deployment date	Booking deadline
41:1	8-Feb-24	1-Feb-24
41:2	8-Apr-24	28-Mar-24
41:3	13-Jun-24	6-Jun-24
41:4*	8-Aug-24	1-Aug-24
41:5	10-Oct-24	3-Oct-24
41:6*	12-Dec-24	5-Dec-24

*Online Only

Delivery Instructions

Bound inserts/outserts

Deliveries need to be booked in with the controller on 01952 585585 between 9-12 and 13:30-17:30, Monday to Friday.

Delivery address: Precision Colour Printing
Site 2 Goods Inwards
Haldane, Halesfield 1
Telford, Shropshire
TF7 4QQ

Required: Title of campaign
Journal (title, issue and volume number)
Quantity
Individual copy weight
Insert size
Number of pallets/cartons
Full or part quantity supplied
Supplier's name
Contact telephone number

Wrappers/loose inserts

Delivery address: Mail Options Ltd
Units 39 to 43 Waterside Trading Centre
Trumpers Way
London
W7 2QD

Required: Title of campaign
Journal (title, issue and volume number)
Quantity
Supplier's name

Rates and sizes

Format	Type area in mm (WxH)	Bleed size mm	Trim area mm	Price*
Whole page	180 x 260	216 x 281	210 x 275	£3,260
Prescribing information	65 x 260	77 x 281	71 x 275	£4,070
Double page spread	390 x 260	426 x 281	420 x 275	£4,390
Half horizontal	180 x 125	216 x 143	210 x 137	£2,010
Half vertical	95 x 260	109 x 281	103 x 275	£2,010
Quarter page	90 x 127	109 x 143	103 x 137	£1,340
Third page horizontal	180 x 80	216 x 96	210 x 90	£1,660
Half page double spread	390 x 125	426 x 143	420 x 137	£2,400
Gatefold (LHS)	341 x 260	417 x 281	411 x 275	£8,250
Gatefold (RHS)	341 x 260	417 x 281	411 x 275	£8,250
Bound inserts 2 pages 4 pages		Details on request		£3,975 £4,265
Loose inserts up to 10g 20g		Details on request		£2,165 £2,535
Outsert		Details on request		£3,140
Wrapper		Details on request		£4,615

*Promotional discounts on adverts booked in blocks of 6.
Agencies receive a 10% commission.
All DPS artwork must be supplied as two separate files.

Practical Diabetes is part of the Wiley Clinical Healthcare Hub

The **Wiley Clinical Healthcare Hub** is a publishing platform that brings together in one easy location the latest updates in primary and secondary care practice from four well-recognised, open access, peer-reviewed publications in UK healthcare.*

Through the **Wiley Clinical Healthcare Hub**, we offer to pharmaceutical and medical device companies a unique opportunity to associate their product or educational messages with quality content reaching a global, growing and engaged audience of GPs and hospital doctors with an interest in diabetes, neurology, psychiatry, urology and men's health.

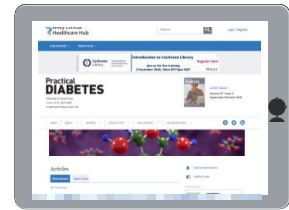


Website advertising

ADS COMPATIBLE ON iOS AND ANDROID

Maximise your impact through a combination of interstitial, leaderboards and MPUs on the **Practical Diabetes** journal page.

With **40,573** average monthly page views from our niche audience, you can be confident your message will resonate with those who work in the field.



Leaderboards

728 x 90px

CPM rate available
on request

MPU

300 x 250px

CPM rate available
on request

File size:

Max. 200KB
Static GIF or JPG

Regional audience split

US (incl. Canada)	18%
EMEA (incl. UK)	19%
APAC	12%
ROW	51%
UK only	11%

*The four journals are *Prescriber*, *Practical Diabetes*, *Progress in Neurology and Psychiatry* and *Trends in Urology & Men's Health*.

For detailed digital advertising specifications, visit:

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

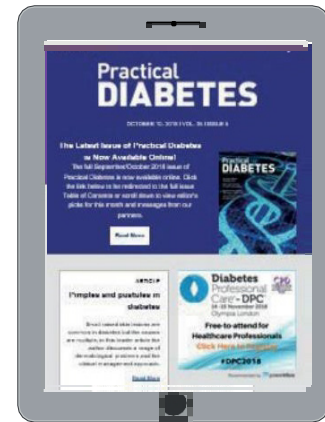
e-Newsletters & ePDF

e-Newsletters

REACH THE EXPERTS

Readers opt in to receive email alerts to stay current with the latest content published in **Practical Diabetes**. Gain exclusive positioning with three MPU positions to maximise your impact.

- Sent to 12,577 opted in recipients
- Average unique open rate of 40% and unique click through rate of 5%
- IAB industry standard positions linked to URL of your choice
- Reports on usage to track your ROI



Top MPU

300 x 250px

Middle MPU

300 x 250px

Bottom MPU

300 x 250px

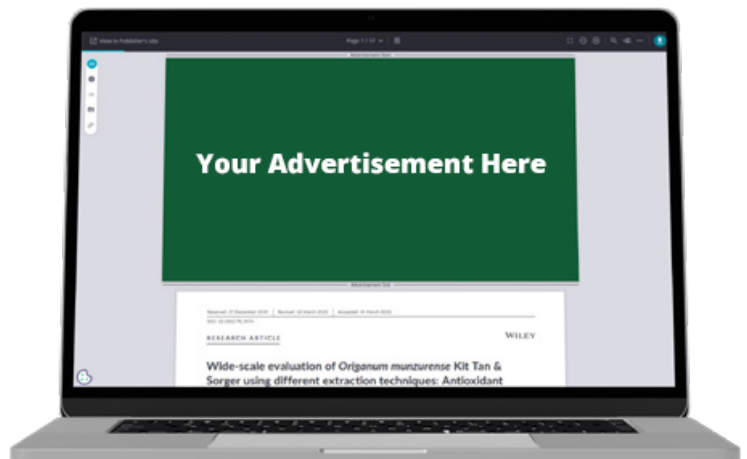
File size:

Max. 200KB
Static GIF or JPG

ePDF Advertising

Associate your rich media digital advertisement with scholarly content in *Practical Diabetes*. 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](#)



For detailed digital advertising specifications, visit:

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

MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be publication, content, events or educational solutions, we can help you find the right communication mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley communication solutions** or **independent medical education** initiatives with your advertising plans.



Communications Solutions

Be a thought leader in your field with tailored solutions to deepen the reach and impact of your scientific narrative



Reprints and Article Discovery Packages

Position your brand alongside primary peer-reviewed journal content and extend its impact through additional enhancements designed to elevate reach and engagement (e.g. Infographics, Expert Commentaries, Wiley Audio).



Supplements

Grow visibility through valued Wiley titles / Society brands. Reach engaged journal subscribers on a key topic by sponsoring a collection of articles on a common theme.



Key Opinions in Medicine (KOM)

Deliver your messages and engage target specialists alongside authoritative, independent content on a specific subject. Disseminate expert-led reviews, collated updates and conference takeaways through trusted journals.



Coming next year : the new KOM that is integrated with the prestigious **Wiley Online Library**. With 430 journals spanning 37 specialties and over 8.5 million monthly visitors, get ready for unparalleled reach and impact.



Education Solutions

Build credibility for your messages and drive engagement through validated content and collaboration with experts



Webinars and elearning

Advance knowledge and understanding of the latest research and clinical practices with webinars and elearning modules. Educate healthcare professionals in a digital, interactive environment with optional CME accreditation.



Conference Hubs

Deepen HCP knowledge of conference outcomes and maximize the impact of medical conferences before, during, and after the event. Sponsor an independently-led online resource sharing exclusive data and expert insights.



Knowledge Hubs

Raise your scientific profile alongside trusted content and address a knowledge gap with customized, editorial board-developed educational platforms on a topic of interest.

Amplify your programs with **extended reach packages, translations, run-ons, content feeds, infographics,** and **expert commentaries**

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 learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

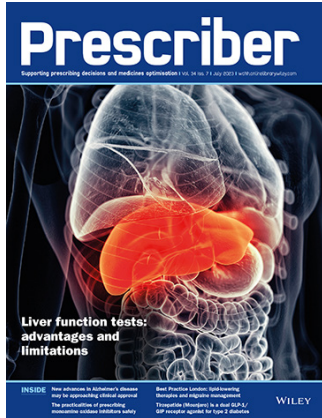
To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

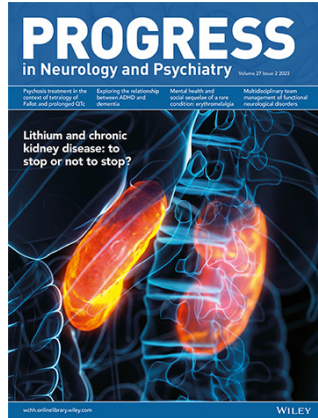
Communications and Events & Education solutions may vary by title or society

Sister publications & Custom supplements

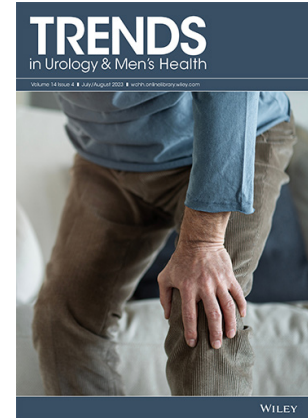
Sister publications



Prescriber is the independent voice of the UK prescribing community with over 1200 CCGs among its readership. It features news, clinical content, policy and regulatory updates.



Progress in Neurology and Psychiatry is the only controlled circulation title focussed on neurology and psychiatry, spanning the closely linked disciplines.



Trends in Urology & Men's Health is edited by one of the world's leading prostate surgeons, Professor Roger Kirby. *Trends* specialises in a variety of topics that affect men's health, and is aimed at GPs, specialist nurses and hospital specialists.

Custom supplements

EXTEND YOUR BRAND ETHICALLY THROUGH PRACTICAL DIABETES

Our supplements enable brands to communicate news and information to a targeted readership of opinion leaders and decision makers. They can extend your brand's reach ethically by aligning with credible content.

Individually tailored supplements are peer reviewed and fully ABPI compliant.

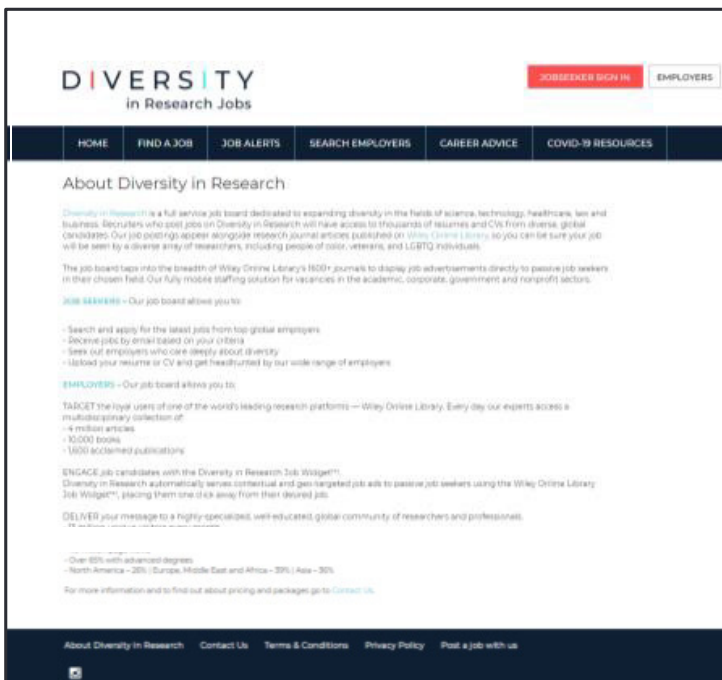


Recruitment

Diversity in Research is a global resource for employers seeking highly qualified candidates in numerous fields and specialties.

- Target over 10 million professionals
- Post contextual and geo-targeted job ads
- Search and save applications, résumés and CVs

We offer special search tools and products to help you find the ideal candidate for your organisation. Here are some of the basic advertising products we offer, contact us for more information.



STANDARD JOB AD

We post your job opportunity for one month

PREMIUM JOB AD

Ad includes corporate logo and highlighting on search results

FEATURED JOB AD

We post your ad on our home page

RÉSUMÉ AND CV SEARCH

Find your ideal candidate in our database

Contact

Advertising and project sales

EMEA Corporate sales

corporatesaleseurope@wiley.com

Production enquiries

Izabela Mayne

imayne@wiley.com

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**](mailto:corpsolutions@wiley.com)