

## The Laryngoscope

*The Laryngoscope* is the leading source of information on advances in the diagnosis and treatment of head and neck disorders. The official journal of the Triological Society and the American Laryngological Society, it has published continuously since 1890 and is the journal of choice for general and subspecialty otolaryngologists and related healthcare practitioners.

Topics include: Otolaryngology; Allergy; Rhinology; Cranial Base Surgery; Facial Plastic and Reconstructive Surgery; Head and Neck surgery; Laryngology; Otology and Neurotology; Pediatric Otolaryngology; Sleep Medicine; Thyroid/Parathyroid.

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**Editor-in-Chief:**  
Samuel H. Selesnick, MD, FACS

### Audience:

*The Laryngoscope* provides critical and cutting edge information to a global readership of physicians, residents, and other research and clinical professionals with an interest in the field.

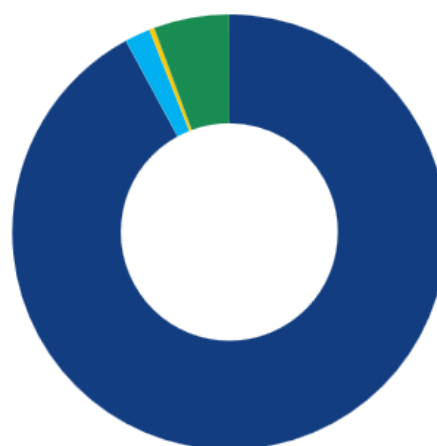
[Learn more about the Otorhinolaryngology Portfolio >>](#)

## Reach

Print	Total Print (Controlled Circulation)	1,524
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	920,930
	Average Monthly Page Views	185,857
	Full Text Downloads	822,761

From 1 May 2024 to 30 April 2025

Print Circulation by Region



■ Americas: 1,403    ■ EMEA: 29    ■ UK: 6    ■ APAC: 86

## For More Information

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## 2026 Advertising Rate Card

## Rates

**Pricing** Pricing below is in USD 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.

Ad Size	2026 Price
Full Page Mono	\$2,045.00
Full Page Color	\$3,655.00
Half Page Mono	\$1,110.00
Half Page Color	\$2,720.00
Quarter Pages Mono 1x	\$750.00
Quarter Pages Mono 12x	\$710.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your account manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	10%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$2,045.00	\$3,655.00
3x	\$2,895.00	\$4,505.00
6x	\$2,775.00	\$4,385.00
12x	\$2,635.00	\$4,245.00
24x	\$2,535.00	\$4,145.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,610.00	

## Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
136:1 January 2026	23-Dec-25	17-Nov-25	19-Nov-25	24-Nov-25
136:2 February 2026	20-Jan-26	15-Dec-25	17-Dec-25	22-Dec-26
136:3 March 2026	20-Feb-26	15-Jan-26	20-Jan-26	26-Jan-26
136:4 April 2026	20-Mar-26	13-Feb-26	17-Feb-26	23-Feb-26
136:5 May 2026	21-Apr-26	16-Mar-26	18-Mar-26	23-Mar-26
136:6 June 2026	22-May-26	15-Apr-26	17-Apr-26	24-Apr-26
136:7 July 2026	22-Jun-26	15-May-26	19-May-26	22-May-26
136:8 August 2026	22-Jul-26	15-Jun-26	17-Jun-26	26-Jun-26
136:9 September 2026	21-Aug-26	15-Jul-26	17-Jul-26	24-Jul-26
136:10 October 2026	22-Sep-26	17-Aug-26	19-Aug-26	26-Aug-26
136:11 November 2026	21-Oct-26	15-Sep-26	17-Sep-26	24-Sep-26
136:12 December 2026	20-Nov-26	15-Oct-26	19-Oct-26	23-Oct-26

## For More Information

Timothy Wolfinger, [twolfinger@pminy.com](mailto:twolfinger@pminy.com), Eamon Wood, [ewood@pminy.com](mailto:ewood@pminy.com) or visit us at [corporate.wiley.com](https://corporate.wiley.com)

## Digital Statistics for The Laryngoscope

Unique Visitors on WOL for The Laryngoscope: 920,930

### Unique Visitors on WOL by Region

Americas	EMEA	UK	APAC	Other
38.5%	17.2%	6.0%	10.7%	27.6%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views of The Laryngoscope: 185,857

### Page Views by Region

Americas	EMEA	UK	APAC	Other
35.4%	15.8%	4.6%	11.9%	32.3%

From 1 May 2024 to 30 April 2025

## 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.

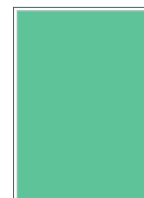
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\*ePDF Ads and Issue Alerts only available on select publications  
Additional advertising opportunities are subject to approval by society/journal

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## For More Information

[Timothy Wolfinger](#), [twolfinger@pminy.com](mailto:twolfinger@pminy.com), [Eamon Wood](#), [ewood@pminy.com](mailto:ewood@pminy.com) or visit us at [corporate.wiley.com](https://corporate.wiley.com)

## Print Ad Specifications

Journal Trim Size

8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

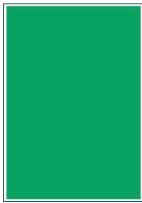
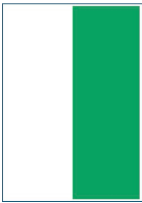
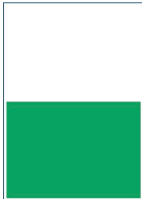

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.25" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0mm 4.125" X 11.125"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	
Double Page Spread		

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



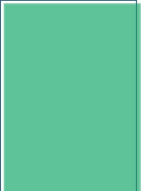
Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm 7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm 3.5" x 10.0"
	
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm 7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm 3.5" x 5.0"
	

## Digital Ad Specifications

### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px 	Ad size: 300px x 250px 	Ad size: 960px x 1265px 

## Submit Your Creatives

### Print Advertising

Submit all creatives to  
[Stagliaferro@pminy.com](mailto:Stagliaferro@pminy.com)  
All print ads must have a minimum  
resolution of 300dpi

### Digital Advertising

Submit all creatives to  
[AdOps@pminy.com](mailto:AdOps@pminy.com)

### Cover Tip/Belly Bands & Inserts Materials

Submit materials to:  
[Stagliaferro@pminy.com](mailto:Stagliaferro@pminy.com)

## Contact Information

### Print Production

[Stagliaferro@pminy.com](mailto:Stagliaferro@pminy.com)

### Digital Production

[AdOps@pminy.com](mailto:AdOps@pminy.com)

### Pharmaceutical Media, Inc.

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