



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

Total Print (Controlled Circulation) 1,524

Print

Frequency 12 issues per year

Unique Visitors on Wiley Online Library 920,930

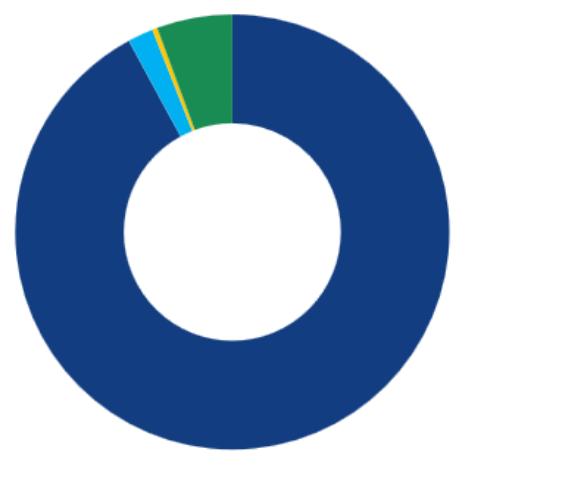
Digital

Average Monthly Page Views 185,857

Full Text Downloads 822,761

From 1 May 2024 to 30 April 2025

Print Circulation by Region



For More Information

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

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
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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, Eamon Wood, ewood@pminy.com or visit us at corporatesolutions.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

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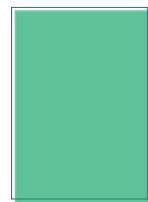
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For More Information

[Timothy Wolfinger, twolfinger@pminy.com](#), [Eamon Wood, ewood@pminy.com](#) or visit us at [corporatesolutions.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

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Cover Tip/Belly Bands & Inserts Materials

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Print Production

Stagliaferro@pminy.com

Digital Production

AdOps@pminy.com

Pharmaceutical Media, Inc.

Tim Wolfinger
twolfinger@pminy.com

Eamon Wood
ewood@pminy.com

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