2025 Advertising Rate Card

Veterinary Surgery

Veterinary Surgery delivers the most up-to-date coverage of surgical and anesthetic management of animals with the goal of addressing significant problems in veterinary surgery. As the official publication of American College of Veterinary Surgeons, veterinarians around the world look to the journal for the latest news and relevant information in veterinary surgery. The journal provides peerreviewed articles covering:

- Surgical techniques
- Diagnostic aims
- Care of infections
- Advances in knowledge of metabolism as it affects the surgical patient



Editor-in-Chief: Dominique Griffon, Western University

Audience:

0,0

Veterinary Surgery informs veterinarians around the world seeking the latest news and relevant information in veterinary surgery and focused on all elements of surgery in animals.

<u>Learn more about the Veterinary Medicine</u> <u>Portfolio >></u>

Reach

Learn more >>

Print	Total Print (Paid Subscription)	2,202
	Frequency	8 issues per year
Digital	Unique Visitors on Wiley Online Library	342,975
	Average Monthly Page Views	110,639
	Full Text Downloads	513,662
From 1 July	y 2023 to 30 June 2024	



For More Information

Mark Mrvica, markmrvica@mrvica.com or visit us at corporatesolutions.wiley.com

2025 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	2025 Price	
Full Page Mono	\$ 1,925.00	
Full Page Color	\$ 3,505.00	
Half Page Mono	\$ 1,045.00	
Half Page Color	\$ 2,625.00	
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	20%

Frequency Insertion Rates Mono (B/W)			
Frequency	Full Page Mono	Full Page Colour	
1x	\$ 1,925.00	\$ 3,505.00	
Зх	\$ 1,850.00	\$ 3,365.00	
6х	\$ 1,775.00	\$ 3,225.00	
12x	\$ 1,695.00	\$ 3,085.00	
24x	\$ 1,620.00	\$ 2,945.00	
Color Rates (in addition to earned B&W rate)			
4-color process	\$ 1,580.00		

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
54:1 January 2025	11-28-2024	12-05-2024	12-24-2024
54:2 February 2025	01-01-2025	01-08-2025	01-27-20205
54:3 April 2025	02-27-2025	03-06-2025	03-25-2025
54:4 May 2025	03-30-2025	04-06-2025	04-25-2025
54:5 July 2025	05-29-2025	06-05-2025	06-24-2025
54:6 August 2025	06-26-2025	07-03-2025	07-22-2025
54:7 October 2025	08-28-2025	09-04-2025	09-23-2025
54:8 November 2025	10-02-2025	10-09-2025	10-28-2025

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Digital Opportunities

Digital Statistics for Veterinary Surgery

Unique Visitors on WOL for Veterinary Surgery in 2023: 342,975				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
25.2%	23.1%	11.9%	7.4%	32.4%

From 1 July 2023 to 30 June 2024

Banner Advertising

Average Monthly Page Views for Veterinary Surgery in 2023: 110,639

Page Views by Region				
Americas	EMEA	UK	APAC	Other
32.5%	21.8%	13.4%	9.0%	23.3%

From 1 July 2023 to 30 June 2024

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Additional Opportunities

<u>Key Opinions in</u> <u>Medicine</u>	<u>Essential</u> Knowledge Briefing	<u>Article Discovery</u> <u>Packages</u>
eLearning	Issue Alerts*	Webinars
Custom Projects		

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

For More Information

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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 image	es at least 0.3"/8mm away	from the trim line.	
Page Sizes	Non-Bleed (w x h)	Bleed (w x h)	
Full Page	210.0 x 276.0 mm 8.25" x 10.875"	216.0 x 282.0mm 8.5" x 11.102"	
Half Page - Horizontal	210.0 x 138.0 mm 8.25" x 5.43"	216.0 x 144.0mm 8.5" x 5.66"	
Half Page - Vertical	105.0 x 276.0 mm 4.13" x 10.875"	111.0 x 282.0mm 4.37" x 11.102"	
Quarter Page	105.0 x 138.0 mm 4.13" x 5.43"	108.0 x 141.0mm 4.25" x 4.55"	
Spread	420.0 x 276.0 mm 16.55" x 10.875"	426.0 x 282.0mm 16.77" x 11.102"	
Contact your Account Manager for sizes of other opportunities.			

Print Ad Specifications



Half Page Ad Horizontal



Quarter Page Ad

Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

Overview Digital Specifications (pdf)

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

Submit Your Creatives

Print Advertising	Submit all creatives to <u>PrintAdTraffic@wiley.com</u> All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to DigitalAdTraffic@wiley.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: Sheridan Press 450 Fame Avenue Hanover PA 17331 United States

Contact Information

856.768.9360

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Digital Production	DigitalAdTraffic@wiley.com
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