

WILEY



**WIREs**

**Wiley Interdisciplinary Reviews**

2023 Media Guide

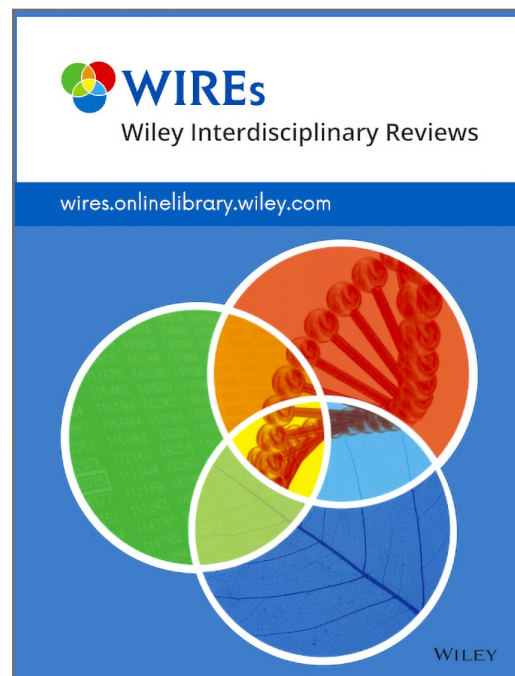
## WIREs Overview

*Wiley Interdisciplinary Reviews* (WIREs) combines features of encyclopedic reference works and review journals. They are designed to serve as interdisciplinary resources across health, life, physical, and social science communities. All review articles are invited, written, and peer-reviewed by experts to connect interdisciplinary and complementary fields. Our goal is to help researchers save valuable time and stay current in their field and complementary fields with review articles that synthesize key findings from the growing number of primary research articles published daily.

**Review articles** help advance science by synthesizing information from research articles for busy scientists, practitioners, students, healthcare providers, policy analysts, and other professionals.

**Encyclopedia functionality** such as topic browse and curated related article linking help connect interdisciplinary and complementary fields and invite readers to learn more.

Eight **article categories** cater to different levels of readership, whether you're a student looking for an indepth overview, an interdisciplinary collaborator wanting to focus on a specific technology, or an expert needing the latest updates.



## Our reach at a glance

**9,329**

Average monthly visits

**19,637**

average monthly pageviews

## Journals

### Save valuable time and accelerate your learning with *WIREs*

Choose from 11 unique publications offering encyclopedic coverage of diverse scientific fields:



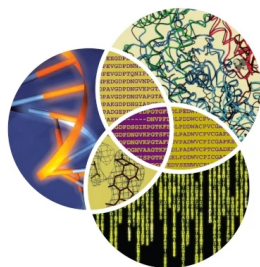
#### WIREs Climate Change

Geography, Meteorology, Ecology, Economics, Urban Planning and Development, Policy, Human Society and Culture, and History



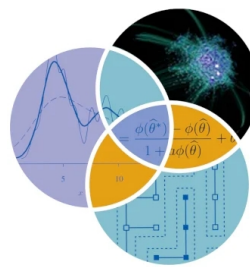
#### WIREs Cognitive Science

Psychology, Neuroscience, Philosophy, Linguistics, and Computer Science



#### WIREs Computational Molecular Science

Computational Chemistry, Biochemistry, Materials Science, Chemical Biology, Systems Biology, and Biophysics



#### WIREs Computational Statistics

Traditional Statistics, Computer Science, and Data Science



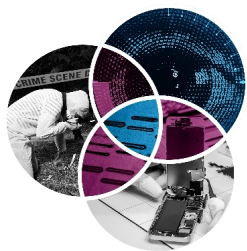
#### WIREs Data Mining and Knowledge Discovery

Data Science, Computer Science, Machine Learning, and Statistics



#### WIREs Energy and Environment

Energy and Fuels, Environmental Science, Urban Planning and Development, Economics, and Policy



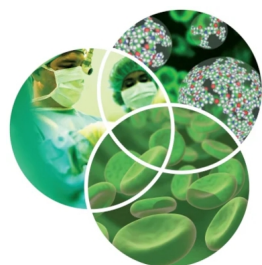
### WIREs Forensic Science

Anthropology, Chemistry, Biology, Medicine, Crime Scene Investigation, Digital Sciences, and Jurisprudence



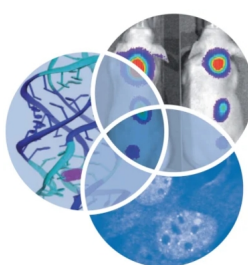
### WIREs Mechanisms of Disease

Genetics/Genomics/Epigenetics, Molecular and Cellular Physiology, Stem Cells and Development, Environmental Factors, Biomedical Engineering, and Computational Models



### WIREs Nanomedicine and Nanobiotechnology

Drug Development, Diagnostics, Biophysics, Chemistry, Engineering, Virology, and Toxicology



### WIREs RNA

Genetics, Cell and Molecular Biology, Microbiology, Structural Biology, and Chemistry



### WIREs Water

Earth Science, Hydrology, Ecology, Engineering, Human Society and Culture, Aquatic Biology, and Governance

## Online opportunities

### Your message — on screens everywhere

Most of our life science content is available on Wiley Online Library, which generates an average 85 million page views from over 19.5 million unique users each month. It provides seamless delivery of 7.2 million articles from 1,600 journals, 20,000 books and hundreds of reference works, laboratory protocols, and databases.

Wiley continues to invest in and develop digital initiatives to support its role as a leading knowledge provider. We are leveraging technology to serve the needs of scientific communities.

#### Banner advertising

Explore the world's broadest and deepest multidisciplinary collection of online resources covering the life sciences. The Wiley Online Library is one of the world's most heavily trafficked online resources for scientific, medical and scholarly content. There are 19.5 million unique users per month with over 170 million ad impressions.

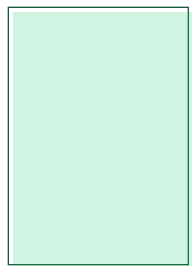


Of the 1,600 peer-reviewed journals we publish online, 311 are focused on the lifesciences.

Please contact your representative for specific targeting opportunities.

#### ePDF Advertising

Place your full page advertisement as a PDF on to a scholarly article in one of our participating Wiley journals. When a reader views and downloads the article, your ad is included. ePDF ads are served on ReadCube with links and measurable click-throughs.



- Exclusive Placement – Your ad is the only one placed on the article
- Supersized Ad – 10 times larger than most online positions
- Excellent Click-Through Rates – with measurable results (average CTR of 4%)

#### Email Advertising

Readers opt-in to receive email alerts to stay current with the latest life science content published in Wiley journals. What better place for your message? Sponsor an individual title or a targeted range of topics to communicate with your customer base. We offer a range of options to customize your sponsorship:



- Single sponsor exclusivity
- Audience targeted by a single journal or a range of journals in a subject category
- Advance notice of content (themes) featured in forthcoming e-newsletter issues
- Highly selective campaigns with pricing based on the volume of opted-in registrants

We offer you visibility options on over 50 popular e-newsletters covering various topics. An example of circulation numbers are shown below. These figures are approximate and subject to a 10-to-20% variation. Please consult your Wiley representative for up-to-date figures.



Subject Area	Circulation
Cell and MolecularBiology	16,976
Genetics	12,002
Microbiology andVirology	14,993
Neuroscience	17,904

Consult with your Wiley account representative for prices and specifications.

# Move beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.



## Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

## Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

## Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

**Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.**

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!

## Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

### ■ Webinar

**Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.**

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

#### Choose from:

- **Single-Speaker Webinar**  
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**  
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

*Speakers can be provided by the Wiley editorial team or suggested by the sponsor.*

#### Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



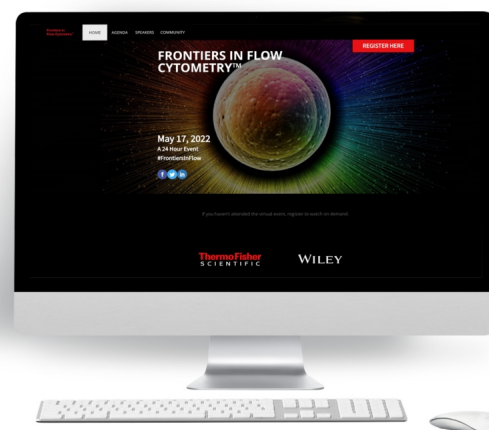
### ■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

#### By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



## ■ Knowledge Hub

**Strategically showcase your brand alongside trusted, relevant content.**

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

**Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:**

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

**Take advantage of expert project management for seamless execution.**

## Pricing

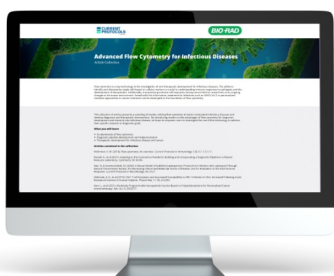
For detailed information on any of these options, please contact your local representative.

# Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

## Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

**By sponsoring an Article Collection, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

## Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.

**By co-branding an EKB, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice



*Work with Wiley to identify a topic — we take care of the content and design*

## Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



**With Expert Insights scientists and industry professionals get a comprehensive view on a key topic and your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

## Pricing

For detailed information on any of these options, please contact your local representative.

# Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

## Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client’s website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On / Print Copies	Get extra printed copies of content products to share.

# Pricing

For detailed information on any of these options, please contact your local representative.

## Contact Details

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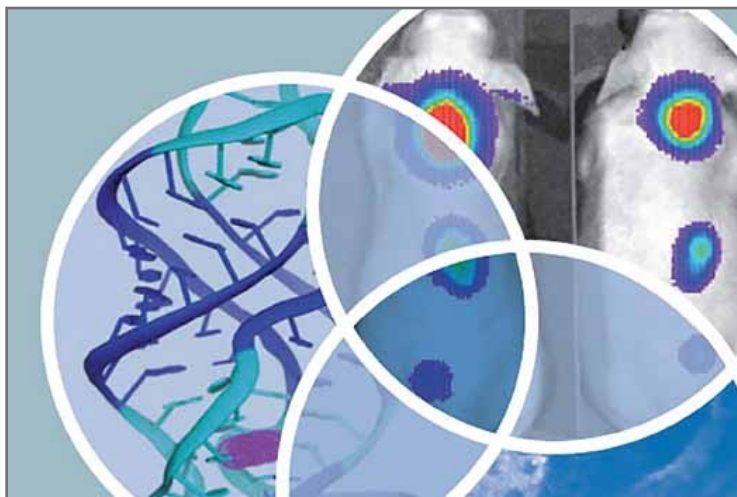
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# WILEY

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.

## Contact us to learn more

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