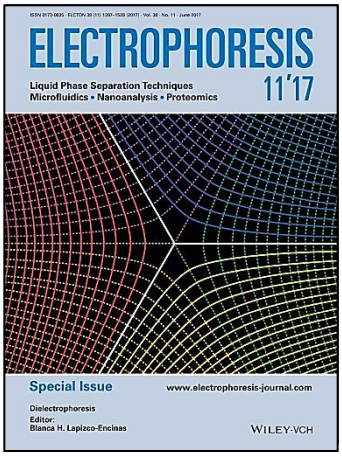
Media Data 2018

Effective October 1, 2017

ELECTROPHORESIS is an international journal that publishes original manuscripts on all aspects of electrophoresis, and liquid phase separations (e.g., HPLC, micro- and nano-LC, UHPLC, micro- and nano-fluidics, liquid-phase micro-extractions, etc.). Topics include new or improved analytical and preparative methods, development of theory, and innovative applications of electrophoretic and liquid phase separations methods in the study of nucleic acids, proteins, carbohydrates, natural products, pharmaceuticals, environmental species and other compounds of importance to the life sciences.

ELECTROPHORESIS continues to serve as an indispensable vehicle for the dissemination of efficacious advances by covering all operative approaches from gels through capillaries to chips.

www.electrophoresis-journal.com



Readership:

Europe:	36 %
USA/Canada:	35 %
Asia:	26 %
Rest of world:	3 %

Print Run: **1,000 copies**

Publication Schedule

Issue	Ad Copy	Publication	Issue	Ad Copy	Publication
1	November 29, 2017	January 04, 2018	**13**	June 01, 2018	July 04, 2018
2	December 18, 2017	January 23, 2018	**14**	June 21, 2018	July 24, 2018
3	January 03, 2018	February 03, 2018	**15**	July 03, 2018	August 03, 2018
4	January 22, 2018	February 22, 2018	**16**	July 23, 2018	August 23, 2018
5	January 31, 2018	March 05, 2018	**17**	August 02, 2018	September 04, 2018
6	February 16, 2018	March 21, 2018	**18**	August 21, 2018	September 21, 2018
7	February 28, 2018	April 04, 2018	**19**	August 31, 2018	October 04, 2018
8	March 20, 2018	April 24, 2018	**20**	September 19, 2018	October 23, 2018
9	March 28, 2018	May 03, 2018	**21**	October 01, 2018	November 05, 2018
10	April 17, 2018	May 23, 2018	**22**	October 19, 2018	November 22, 2018
11	April 24, 2018	June 04, 2018	**23**	November 02, 2018	December 05, 2018
12	May 18, 2018	June 22, 2018	**24**	November 20, 2018	December 21, 2018

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Print Advertising Rates

1/1 page b/w (260 x 180 mm)	€ 1,325.-
1/2 page b/w (130 x 180 mm or 260 x 90 mm)	€ 775.-
1/1 page 4c	€ 2,025.-
1/2 page 4c	€ 1,475.-

Color

Standard (each color)	€ 300.-

Bleed ads

Extra charge - plus 3 mm bleed on each edge	€ 200.-

Bound inserts

1 sheet (2 pages)	€ 1,500.-
2 sheets (4 pages)	€ 1,990.-

Loose inserts

Max. 25 g/1,000 copies	€ 630.-

Volume Discounts

3 Ads = 5%
6 Ads = 10%
9 Ads = 15%

Technical Specs

Format: High Resolution PDF file
Resolution: Quality: b/w 300 dpi, 4c 600 dpi
Color: CMYK

Crossmedia Advertising Rates

Print ad in combination with a Skyscraper or Leaderboard Banner on Wiley Online Library - Journal homepage with 30,000 Ad Impressions

1/1 page 4c + Banner ad	€ 2,960.-
1/2 page 4c + Banner ad	€ 2,400.-

Ad Sizes Wiley Online Library

Skyscraper	120-160 x 600 Pixel
Leaderboard	728 x 90 Pixel

Technical Specs for banner ads

Size for all file types: max. 200KB
File types: gif, jpeg

Wiley Online Library
http://onlinelibrary.wiley.com

Terms/Conditions

Net 30 days after receipt of invoice
Add VAT to all prices (19 %)

Publisher

Wiley-VCH Verlag GmbH & Co. KGaA
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Germany

Advertising

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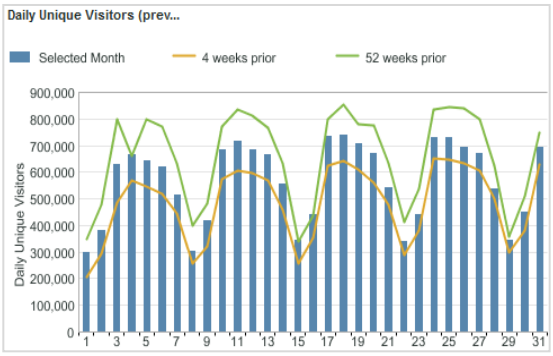
Wiley Online Library

About

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With several million unique visitors each month, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter.

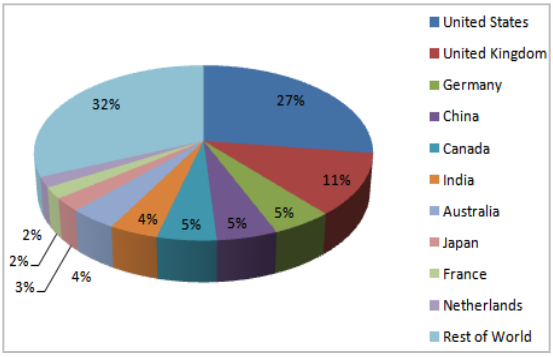
Overall usage (in million):

Unique User	14
Visits	20
Page Views	83



The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

Top 10 regional breakdown:



Advertise

You have multiple options of advertising your company, your product or service on Wiley Online Library.

- Reach the whole network
- Target a focussed subject area and thus cover multiple related journals
- Address the readers of a specific journal
- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

Further options as geo-targeting or frequency capping allow you to align your advertising campaign to the optimum.

Basic terms & conditions*

Subject	Leaderboard	49.- € CPM
	Skyscraper	69.- € CPM
Journal	Leaderboard	69.- € CPM
	Skyscraper	89.- € CPM
eTOC	Skyscraper	410,- €**

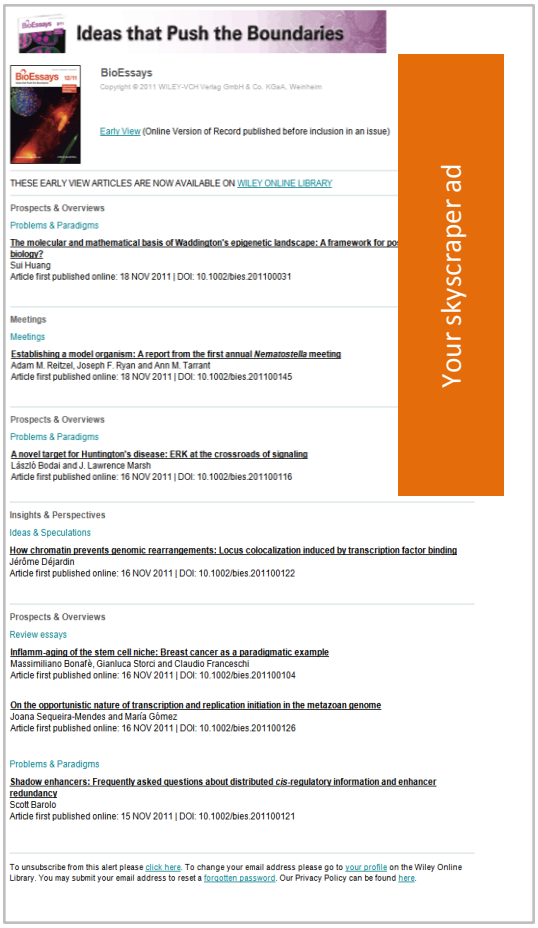
* Valid from October 1, 2017
** Cost per 1,000 subscribers

Wiley Online Library

Positioning of your advertising

On the portal

In the eTOC



To provide a tailored offer and the best service to you, we recommend that you get in contact with us so we can elaborate the ideal campaign on Wiley Online Library for your company or your agency client based on latest usage figures.

For detailed information please contact:

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