

2021 Advertising Rate Card



Anaesthesia

Anaesthesia is the official journal of the Association of Anaesthetists and is international in scope and comprehensive in coverage. It publishes original, peer-reviewed articles on all aspects of general and regional anaesthesia, intensive care and pain therapy, including research on equipment.



Association
of Anaesthetists

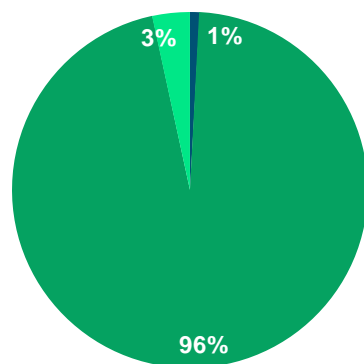


- **Editor-in-Chief: Dr A. A. Klein, Cambridge, UK**
- **Impact Factor: 5.739**
- **Journal Citation® Reports Ranking: 5/32 (Anesthesiology)**

Circulation

Total Circulation: 8,846

Circulation by Region



■ USA ■ EMEA ■ APAC

Additional Opportunities

- Digital Advertising
- Sponsorships
- Essential Knowledge Hub
- Webinars
- Virtual Events
- Custom projects
- Cover Tips
- Outserts

For more information contact

advertising@wiley.com

Rates

Pricing is established based on publication origin.

Ad Size	2021 Price
Full page colour	£1,835
Full page mono	£775
Half page colour	£1,630
Half page mono	£530
Double Page spread	£3,290

Bellybands/Wrappers, Bound or Loose inserts and additional options available.

Cover Position (in addition to color rates)

Cover 2/Inside Front Cover:	15%
Cover 3/Inside Back Cover:	25%
Cover 4/Outside Back Cover:	25%

FREQUENCY RATE INFO

Frequency	Discount
1-2x	0%
3-6x	3%
7-9x	6%
10-24x	9%

All rates are Agency commissionable

<https://onlinelibrary.wiley.com/journal/13652044>

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Issue & closing dates

Frequency: 12 issues a year

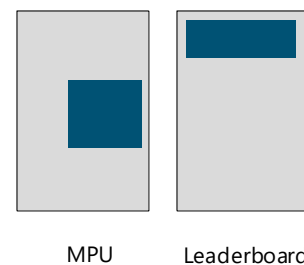
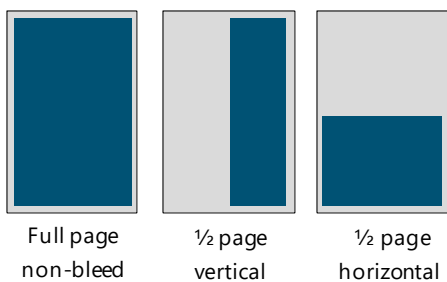
Issue date	Booking deadline	Materials due	Publication date
76:1 January 21	11 Nov 20	28 Nov 20	12 Dec 20
76:2 February 21	20 Dec 20	01 Jan 21	15 Jan 21
76:3 March 21	20 Jan 21	01 Feb 21	15 Feb 21
76:4 April 21	14 Feb 21	26 Feb 21	12 Mar 21
76:5 May 21	21 Mar 21	02 Apr 21	16 Apr 21
76:6 June 21	18 Apr 21	30 Apr 21	14 May 21
76:7 July 21	16 May 21	28 May 21	11 Jun 21
76:8 August 21	20 Jun 21	02 Jul 21	16 Jul 21
76:9 September 21	18 Jul 21	30 Jul 21	13 Aug 21
76:10 October 21	18 Aug 21	30 Aug 21	13 Sep 21
76:11 November 21	19 Sep 21	01 Oct 21	15 Oct 21
76:12 December 21	20 Oct 21	01 Nov 21	15 Nov 21

Mechanical Requirements

Journal trim size 276mm x 210mm

Page Sizes	Non-Bleed	Bleed
Full page	245mm x 180mm	282mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	
Double page spread	245mm x 360mm	

Digital Position	Size
MPU	300 x 250px
Leaderboard	728 x 90px



Please view our advertising terms and conditions [here](#).

All print advertising must have a minimum resolution of 300dpi. Please submit all creative to our print advertising production specialist [t at PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)