

WILEY

**Drive clinical impact across
allergy and clinical
immunology**

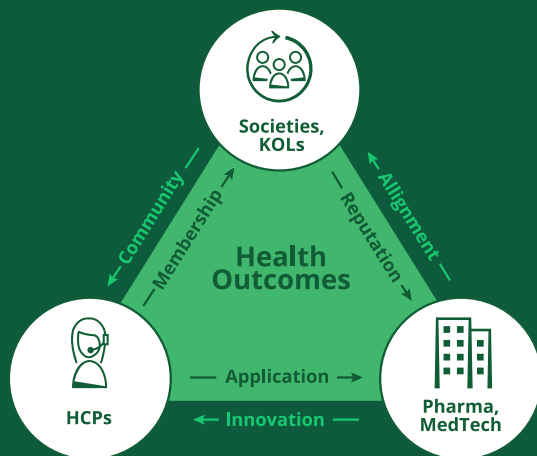
2021 Media Kit



Driving clinical impact in today's environment is challenging

Disruptive market forces (i.e., regulatory demands, competitive pressure, digitalization) or organizational constraints may impact your ability to deliver on your awareness and education plans leading to clinical impact.

That's where we come in. We serve the full ecosystem of societies, pharma, and practitioners. Together, they drive innovation and advance their field to achieve ultimate health outcomes.



The value of partnering with Wiley

We serve the full ecosystem

- Select and leverage the **best society partners** in allergy and clinical immunology that offer a strong reputation and unbiased expertise
- Extend **practitioner reach** beyond your existing audience for both educational and promotional programs
- Implement **content** and **engagement strategies for HCPs** that are distinct and memorable

With 750+ global society partners, we are the leading society publisher in academic and scholarly research. Our 1,700+ journals and our collection of learning platforms drive education and awareness and are highly valued by professional audiences.

Success starts with the choice of the right channels and tactics, giving you the ability to shape scientific narrative via proven approaches, cross-industry collaboration, societies, KOLs, and peer-reviewed content.

This overview highlights our journals, expertise, network, and reach in allergy and clinical immunology.

Our expertise

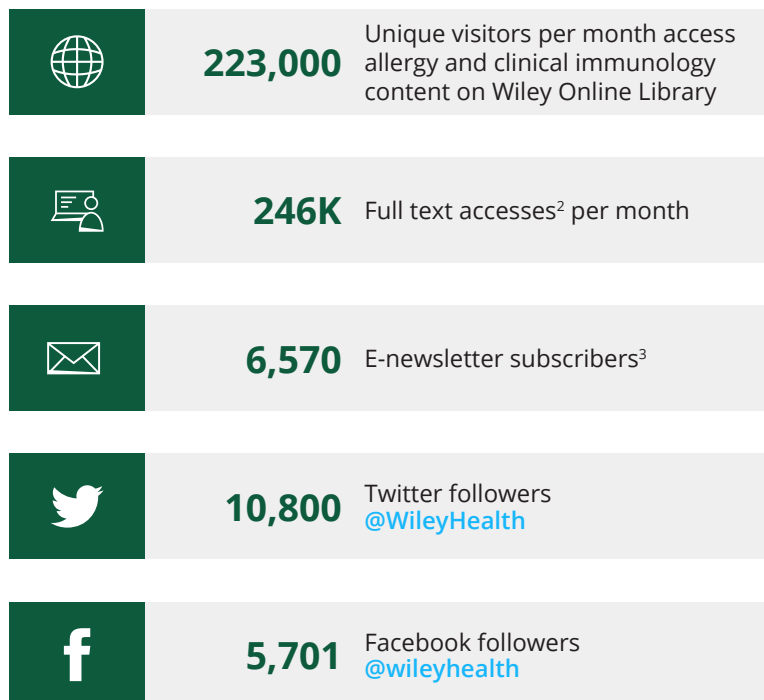
Wiley is a top publisher in allergy and clinical immunology

- We publish **22 journals** in allergy and clinical immunology
 - Journal *Allergy* is #1 in its category in the 2020 Journal Citation Reports¹
 - 6 journals ranked in the top 10 of the allergy and immunology categories in the 2020 Journal Citation Reports
 - #2 open access journals, *Immunity*, *Inflammation and Disease* and *ImmunoMedicine* expand access to the latest research across the globe. The drive for open access is a key strategic focus for Wiley.
- We partner with **8 societies** bringing readers high-impact clinical research information and offering authors top-ranked journals to publish their research.

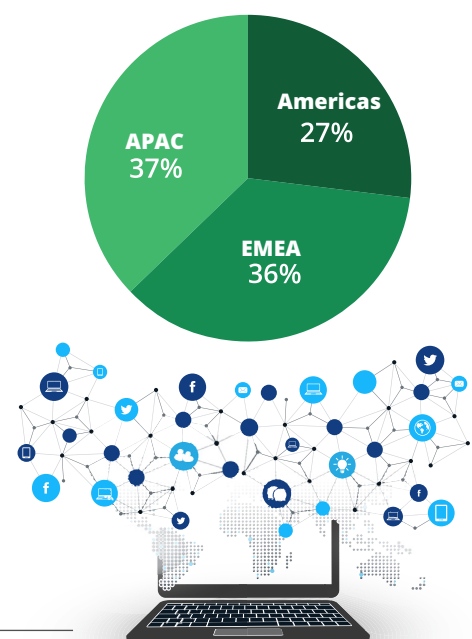


Our global reach

Specialists access our allergy & clinical immunology content in various digital formats



Regional breakdown of visits:



¹ The Journal Citation Reports (JCR) is an annual report published by Clarivate Analytics. Ranking is based on a journal's impact factor and how that number compares to other titles within the category.

² Full text = single articles.

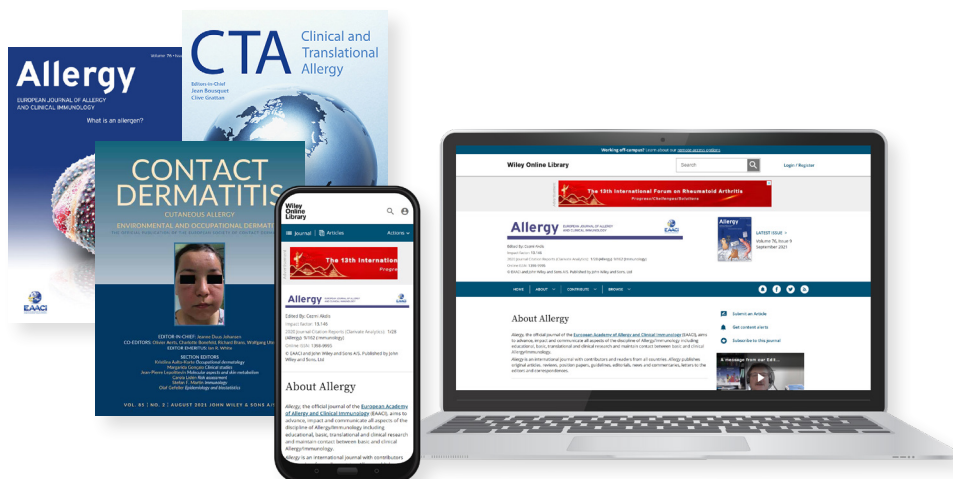
³ Numbers may fluctuate significantly. Data only shows researchers, professionals and authors who have opted-in to Wiley's e-newsletters. Data from July 2021.

The value of partnering with us

Access reach, credibility and execution via a single partner

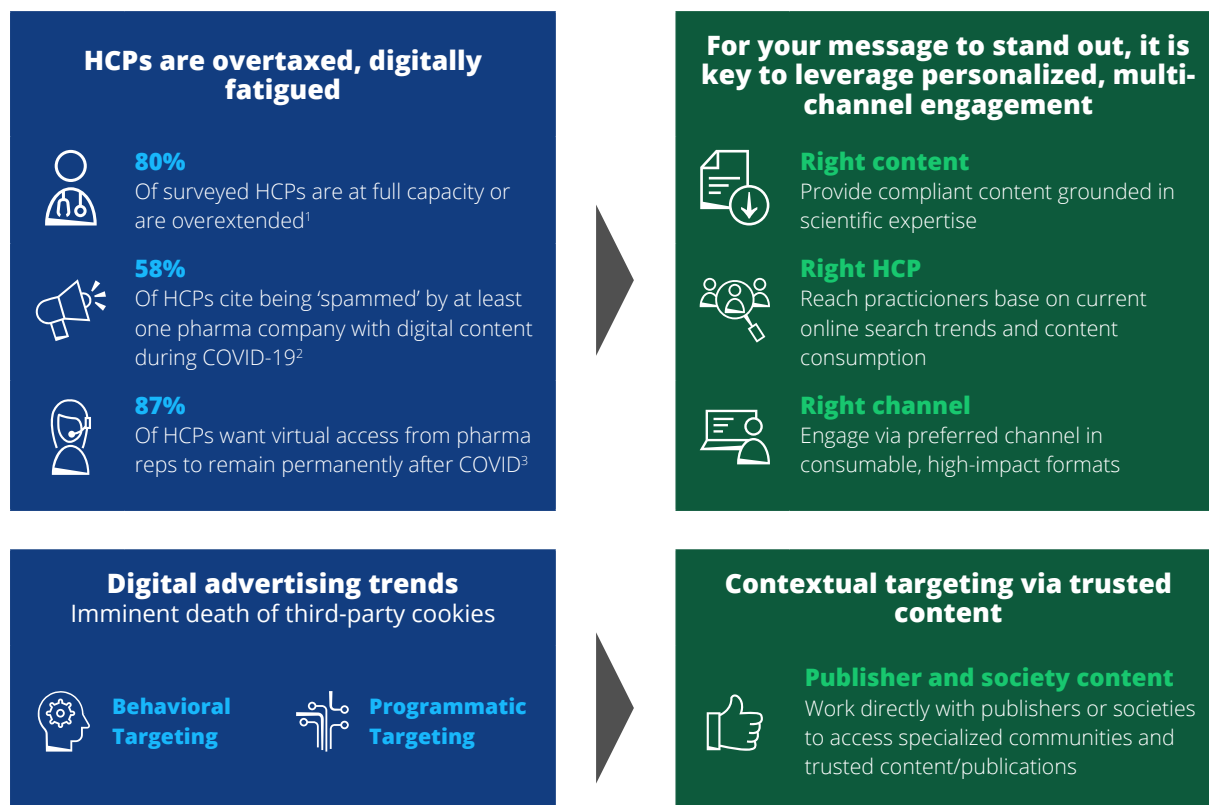
You are constantly looking for ways to adapt engagement strategies to meet shifting channel preferences among your audience. We will take your initiatives to the next level.

WILEY		
REACH	CREDIBILITY	EXECUTION
<p>Modernize and deepen practitioner engagement</p> <ul style="list-style-type: none"> Reach practitioners in your field through the vast reach of our publications and society partners Re-think/re-model how to drive brand, disease, or application awareness with today's HCPs Engage via preferred digital channels and HCP-friendly content formats 	<p>Elevate trust and validation amongst HCPs</p> <ul style="list-style-type: none"> Expert, unbiased, and peer-reviewed content; KOL access 1,700+ journals, 395+ in health 20% of global research output is published by Wiley Share important data, guidelines, and product information with scientific communities to advance your field 	<p>Rapidly achieve outcomes with limited resources or expertise</p> <ul style="list-style-type: none"> Publication, marketing, project management, and delivery experts to help address resource gaps Can recommend existing content or create bespoke content with specialized medical writers Usage metrics, project and outcome expertise



Advertising with us

Recent HCP and digital advertising shifts have implications for healthcare marketers



Modernize and deepen practitioner engagement

Share your message with relevant practitioners in your field through the extensive reach of our publications and society partners. Advertising in our journals allows you to associate with independent, expert-generated content. Building credibility and relevance is essential to driving audience engagement and ultimately delivering awareness and education.

Our advertising solutions

Let us get your message in front of the right audience. For more information, please visit corporatesolutions.wiley.com/reach/ or contact your local Wiley sales representative.

- Print advertising
- Banner advertising
- Email advertising
- PDF cover advertising
- Native advertising

¹ Physician Foundation, 2018 Survey of America's Physicians Practice Patterns & Perspectives

² Accenture HCP Survey, N=720, May 2020

Publications that drive clinical impact

Make your publications more discoverable and engaging

In 2020, we published close to 30,000 articles — this represents 20% of the global research output. With so much content out there, it is challenging to make research stand out.

In addition, healthcare professionals are busy professionals and facing digital fatigue^{1,2}. However, online journals remain the second most influential source of information for 89% of surveyed healthcare professionals (after in person conferences)³.

To impact their clinical decisions, it is critical to reach them with relevant content in a credible environment and at a time they are ready to engage. Discover our modern and easy-to-consume content publication and enhancement opportunities to make your research discoverable, engaging, and impactful.

Professional journals remain the most influential source of information for 89% of surveyed healthcare professionals



Click here to see a case study on the **digital value** we have generated for one of our clients



Our publication and article enhancement solutions

Let us solve your publication challenges. For more information contact your local Wiley sales representative or visit:

corporatesolutions.wiley.com/content/

corporatesolutions.wiley.com/engagement-impact/

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Article discovery packages

¹ Physician Foundation, 2018 Survey Of America's Physicians Practice Patterns & Perspectives

² Accenture HCP Survey, N = 720, May 2020

³ Taking the Pulse(R) 2021, Global digital trends. n=3,728

Education to drive awareness and knowledge

Education is essential in today's rapidly evolving environment

With so much information out there, it can be a challenge to rise above the noise so your research can cut through. We can help turn your findings into easy-to-consume formats so your professional audience knows the most important information right away.

By repurposing existing content and creating new enhanced content, we thrive to continuously engage the target audience. An independent knowledge hub, advised by KOLs, will be the go-to website for specialist related content.

We help you rethink the way you raise disease, product, and application awareness

As a single partner with access to valued content and society partners, we can help you efficiently reach your audience, in an environment they trust, even when your resources or expertise is limited.



Watch a case study to see a real-life example on how we created **digital educational value** for our client



Our educational solutions

Let us help update your audience on the key topics they need to know. For more information, please contact your local representative or visit:

corporatesolutions.wiley.com/content/

Key Opinion in Medicine

Content feeds

Webinars/roundtables

Wiley Professional Academy

Essential Knowledge Briefings

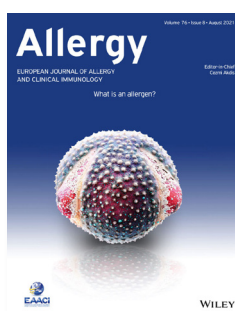
Knowledge hubs

Our top 6 journals in allergy and clinical immunology



Move beyond print and leverage our **enhanced digital solutions**

Browse our list of journals that are the source for engaging content formats



Allergy

CIRCULATION: 8,089
ISSUES PER YEAR: 12
AVG. WOL VISITS*: 86,672
2020 IMPACT FACTOR: 13.146
2020 JCR RANKING**: 1/28 (Allergy)/9/162 (Immunology)



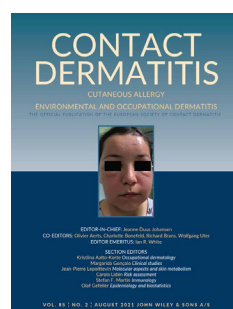
Immunological Reviews

CIRCULATION: 9,465
ISSUES PER YEAR: 6
AVG. WOL VISITS*: 39,193
2020 IMPACT FACTOR: 12.988
2020 JCR RANKING**: 10/162 (Immunology)



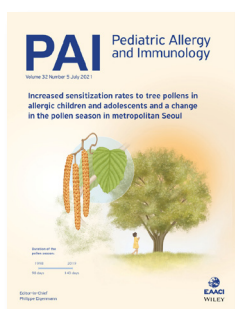
Immunology

CIRCULATION: 7,706
ISSUES PER YEAR: 12
AVG. WOL VISITS*: 32,452
2020 IMPACT FACTOR: 7.397
2020 JCR RANKING**: 26/162 (Immunology)



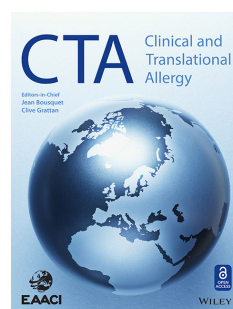
Contact Dermatitis

CIRCULATION: 7,512
ISSUES PER YEAR: 12
AVG. WOL VISITS*: 30,083
2020 IMPACT FACTOR: 6.600
2020 JCR RANKING**: 5/68 (Dermatology), 5/28 (Allergy)



Pediatric Allergy and Immunology

CIRCULATION: 7,452
ISSUES PER YEAR: 8
AVG. WOL VISITS*: 21,235
2020 IMPACT FACTOR: 6.377
2020 JCR RANKING**: 5/129 (Pediatrics), 6/28 (Allergy), 38/162 (Immunology)



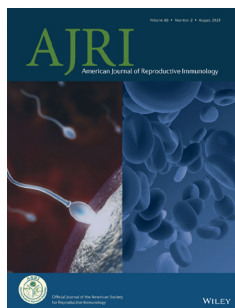
Clinical and Translational Allergy

CIRCULATION: OA
ISSUES PER YEAR: —
AVG. WOL VISITS*: —
2020 IMPACT FACTOR: 5.871
2020 JCR RANKING**: 8/28 (Allergy)

* WOL = Wiley Online Library, listing all Wiley journals. The number shows the average monthly WOL visits in 2020.

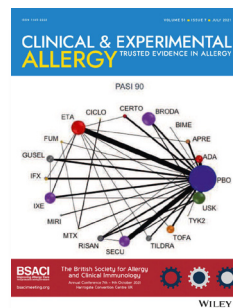
** The Journal Citation Reports (JCR) is an annual report published by Clarivate Analytics. Ranking is based on a journal's impact factor and how that number compares to other titles within the category.

Our other allergy and clinical immunology journals



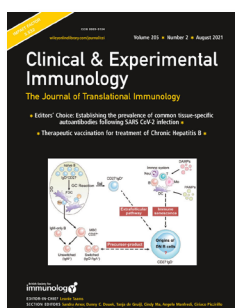
American Journal of Reproductive Immunology

CIRCULATION: 7,454
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 16,981
 2020 IMPACT FACTOR: 3.886
 2020 JCR RANKING**: 90/162 (Immunology), 10/30 (Reproductive Biology)



Clinical and Experimental Allergy

CIRCULATION: 7,529
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 42,962
 2020 IMPACT FACTOR: 5.018
 2020 JCR RANKING**: 11/28 (Allergy), 58/162 (Immunology)



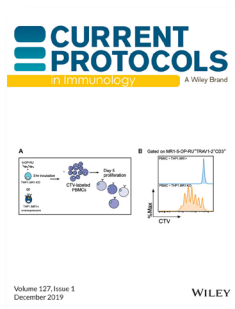
Clinical And Experimental Immunology

CIRCULATION: 7,537
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 37,129
 2020 IMPACT FACTOR: 4.330
 2020 JCR RANKING**: 78/162 (Immunology)



Clinical and Translational Immunology

CIRCULATION: OA
 ISSUES PER YEAR: —
 Avg. WOL VISITS*: 11,959
 2020 IMPACT FACTOR: 6.161
 2020 JCR RANKING**: 42/162 (Immunology)



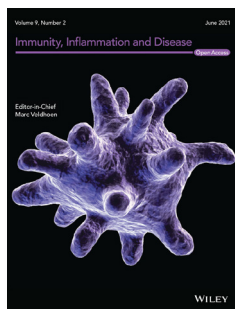
Current Protocols in Immunology

CIRCULATION: 950
 ISSUES PER YEAR: 4
 Avg. WOL VISITS*: 10,858
 2020 IMPACT FACTOR: —
 2020 JCR RANKING**: —



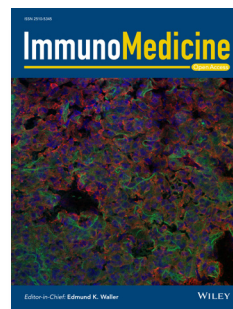
European Journal Of Immunology

CIRCULATION: 7,532
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 58,556
 2020 IMPACT FACTOR: 5.532
 2020 JCR RANKING**: 49/162 (Immunology)



Immunity, Inflammation and Disease

CIRCULATION: OA
 ISSUES PER YEAR: —
 Avg. WOL VISITS*: 7,354
 2020 IMPACT FACTOR: 2.239
 2020 JCR RANKING**: 139/162 (Immunology)



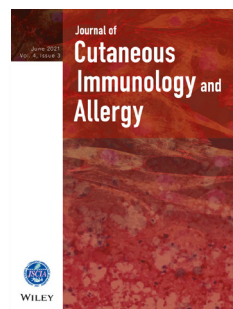
ImmunoMedicine

CIRCULATION: OA
 ISSUES PER YEAR: —
 Avg. WOL VISITS*: —
 2020 IMPACT FACTOR: —
 2020 JCR RANKING**: —



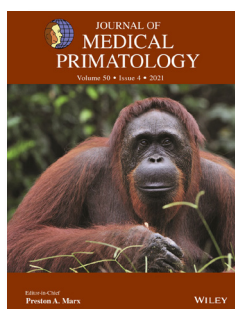
International Forum of Allergy And Rhinology

CIRCULATION: 6,231
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 27,181
 2020 IMPACT FACTOR: 3.858
 2020 JCR RANKING**: 2/44 (Otorhinolaryngology)



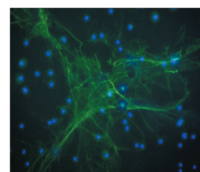
Journal of Cutaneous Immunology and Allergy

CIRCULATION: OA
 ISSUES PER YEAR: 6
 Avg. WOL VISITS*: 3,484
 2020 IMPACT FACTOR: —
 2020 JCR RANKING**: —



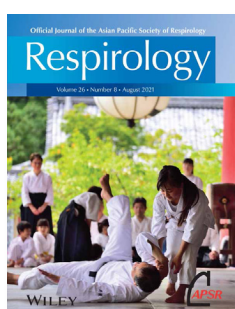
Journal of Medical Primatology

CIRCULATION: 7,132
 ISSUES PER YEAR: 6
 Avg. WOL VISITS*: 3,64
 2020 IMPACT FACTOR: 0.667
 2020 JCR RANKING**:
 112/146 (Veterinary Sciences), 150/175 (Zoology)



Microbiology and Immunology

CIRCULATION: 6,898
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 17,043
 2020 IMPACT FACTOR: 1.955
 2020 JCR RANKING**:
 120/137 (Microbiology), 147/162 (Immunology)



Respirology

CIRCULATION: 7,515
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 56,429
 2020 IMPACT FACTOR: 6.424
 2020 JCR RANKING**:
 12/64 (Respiratory System)



Scandinavian Journal Of Immunology

CIRCULATION: 7,483
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 32,587
 2020 IMPACT FACTOR: 3.487
 2020 JCR RANKING**:
 103/162 (Immunology)



The Breast Journal

CIRCULATION: 7,536
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 21,302
 2020 IMPACT FACTOR: 2.431
 2020 JCR RANKING**:
 50/83 (Obstetrics & Gynecology), 210/242 (Oncology)



The Clinical Respiratory Journal

CIRCULATION: 6,926 & OA from Jan 2022
 ISSUES PER YEAR: 12
 Avg. WOL VISITS*: 13,038
 2020 IMPACT FACTOR: 2.570
 2020 JCR RANKING**:
 47/64 (Respiratory System)

WILEY

We are one of the world's leading medical publishers and the leading society journal publisher. Our rich source of *'must have'* content includes an impressive portfolio of peer-reviewed journals across life, physical, and health sciences.

We develop bespoke projects, linked to our journal publications published on Wiley Online Library, our global online resource that includes over 7.5 million articles from 1,700+ journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategy, maximizing the impact.

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