

Dentistry

Our focus:



General dentistry



Periodontics



Implant dentistry



Endodontics



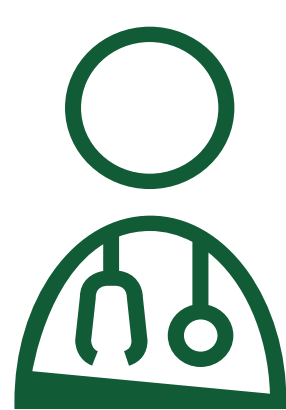
Oral pathology



The global dental services market was valued at USD 433.2 billion in 2022 and is expected to expand at a CAGR of 4.5% from 2023 to 2030.<sup>1</sup>

A rising geriatric population leading to age-related dental disorders and increasing demand for dental prosthesis in developing and developed nations are key market drivers.<sup>1</sup>

Solving key challenges for clinicians and pharma: Our value add



HCPs' needs

Stay up-to-date with the latest clinical practices and advancements

Independent, relevant and trusted information sources

Validated content and engaging formats

Ads linking to problem-solving content<sup>2</sup>



Pharma's needs

Build brand awareness and message credibility

Audience reach

Go beyond your existing customer base by leveraging the reach of our well-established proprietary and society journals.

Source credibility

Associate with the information sources (journals and societies) that lend credibility to your message.

Optimal execution

Access an experienced team to define, fulfill and deliver advertising and content solutions that meet your objectives.

Amplify your impact. Reach an engaged audience in an environment they trust.

Our audience<sup>3</sup>



4,170,581

Annual unique visitors



346,529

Average monthly unique visitors



19,237,786

Annual page views



1,598,448

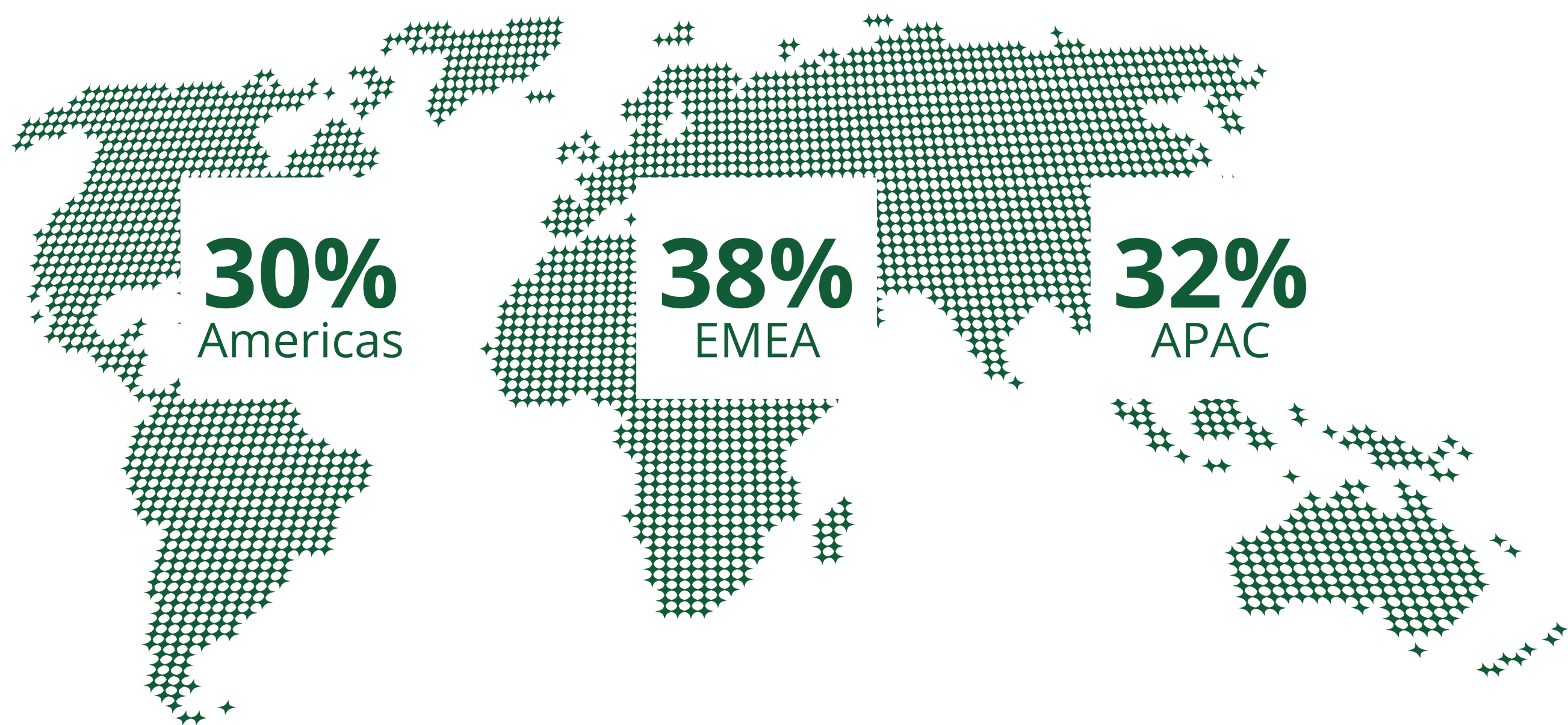
Average monthly page views



7,964,626

Total annual full text views

Audience location



Our offer



31

Journals covering dentistry



4

Journals ranked in the top 10 of their 2023 JCR category\*



22

Society partners



3

Open access JCR journals

Key society partners

As the leading society publisher in academic and scholarly research, we have strong partnerships with a variety of well-established societies.



American Academy of Periodontology



British Society of Gerodontology



AUSTRALIAN DENTAL ASSOCIATION

\* Contact your sales representative for a complete overview.

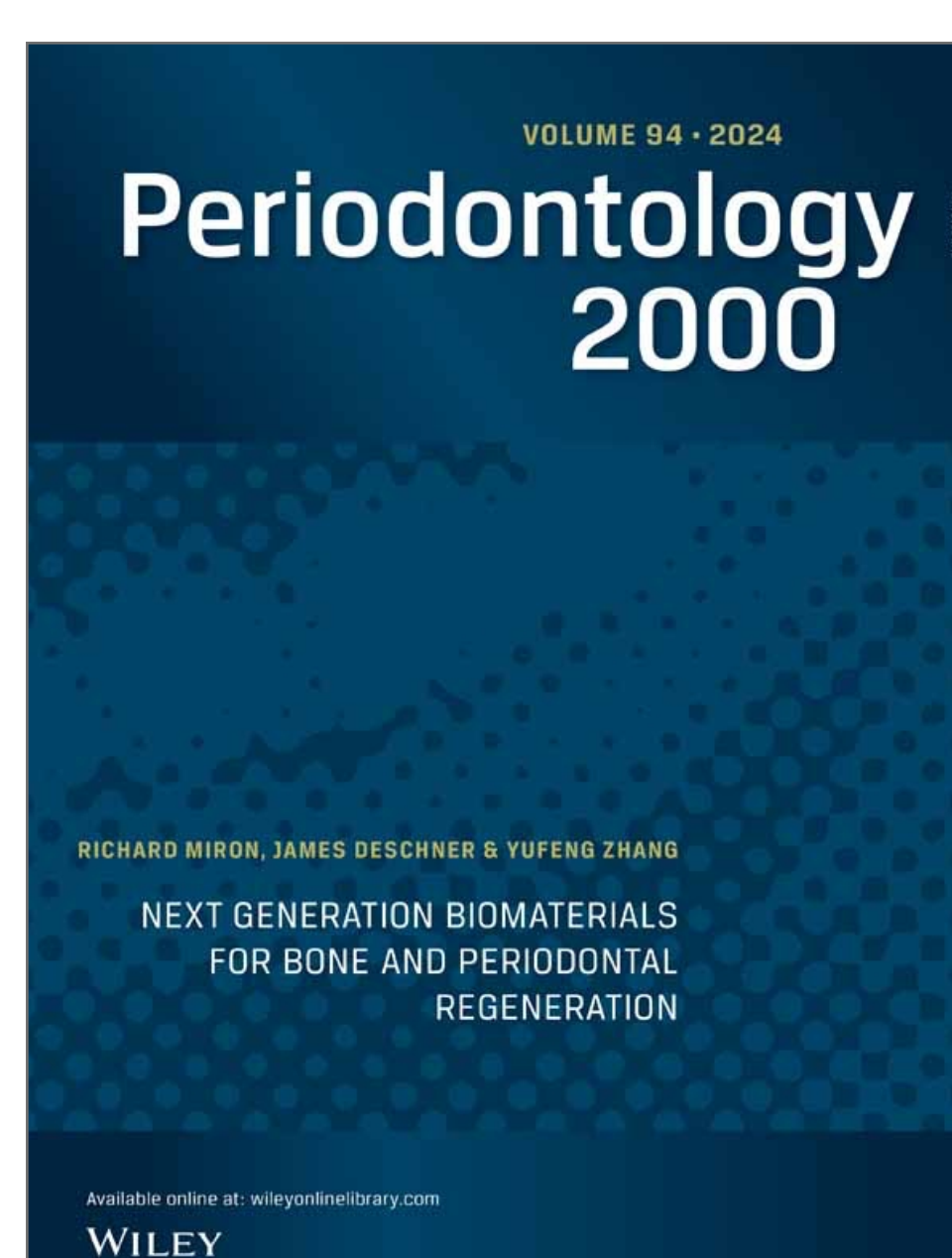


## Our key journals



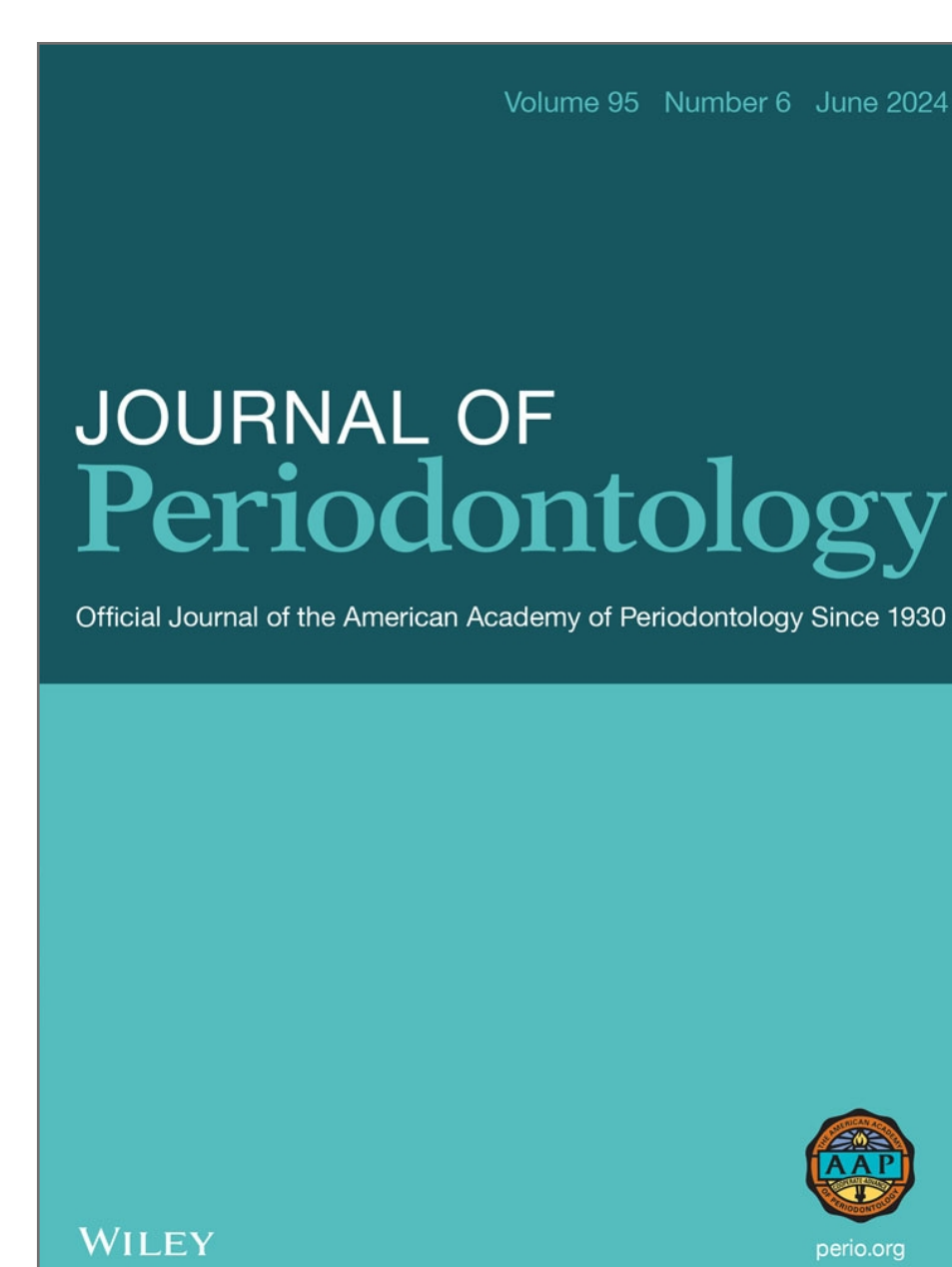
HCPs rate journals as their #1 most trusted source and consult them weekly to build their clinical knowledge. Advertisements are part of this education journey, especially when these link to scientific content or solve one of their problems.<sup>2</sup>

High Impact Factor &amp; reach

**Periodontology 2000**

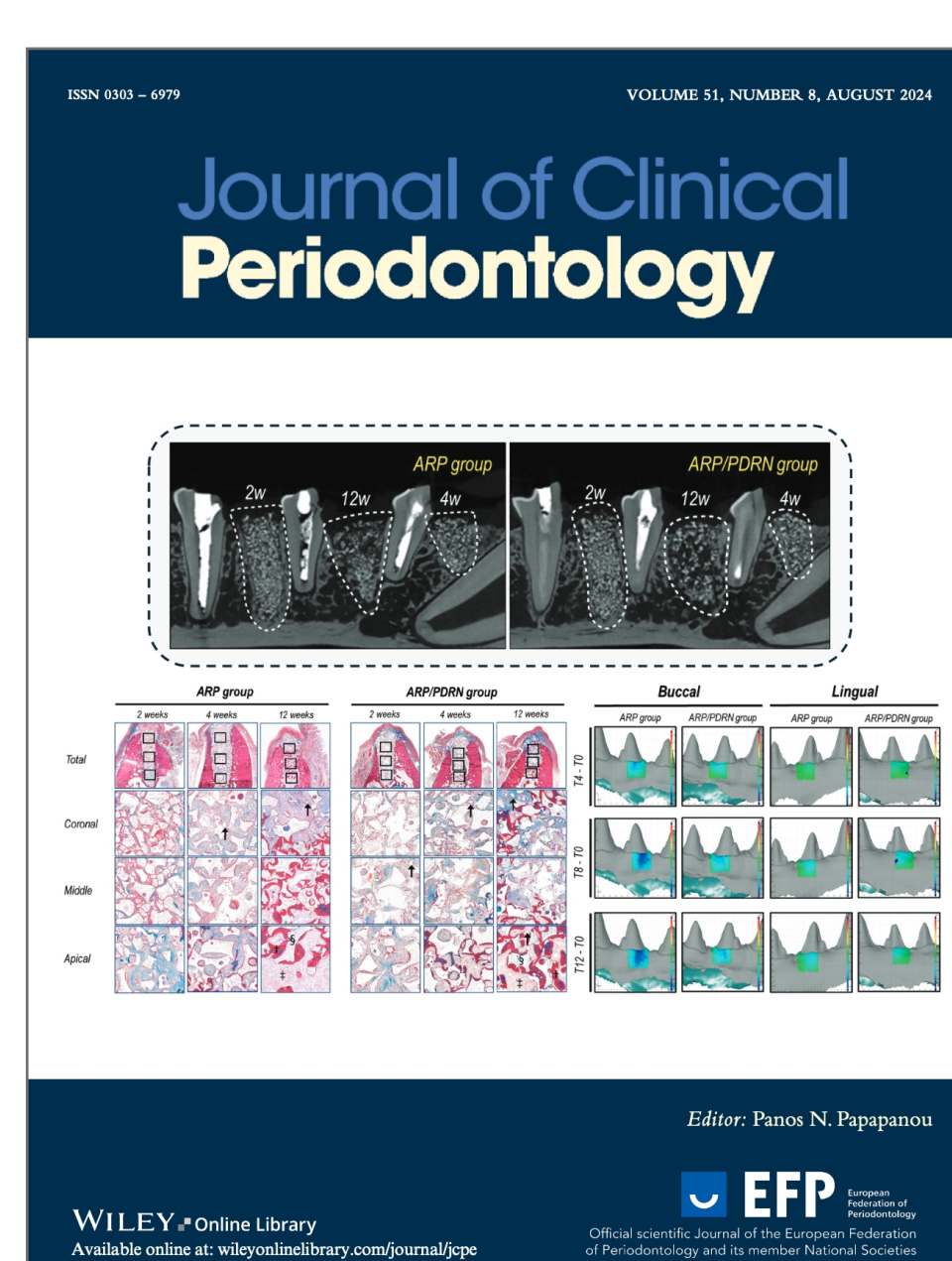
Annual unique visitors: **322,976**  
Average monthly unique visitors: **26,835**  
Annual page views: **1,325,263**  
Average monthly page views: **110,114**  
Total annual full text views: **542,692**  
Circulation: **Available on request**  
2023 IF: **17.5**  
2023 JCR ranking: **1/157 Dentistry, Oral Surgery & Medicine**

High reach &amp; circulation

**Journal of Periodontology**

Annual unique visitors: **484,669**  
Average monthly unique visitors: **40,270**  
Annual page views: **2,095,805**  
Average monthly page views: **174,138**  
Total annual full text views: **706,900**  
Circulation: **6,387**  
2023 IF: **4.2**  
2023 JCR ranking: **11/157 Dentistry, Oral Surgery & Medicine**

High reach &amp; circulation

**Journal of Clinical Periodontology**

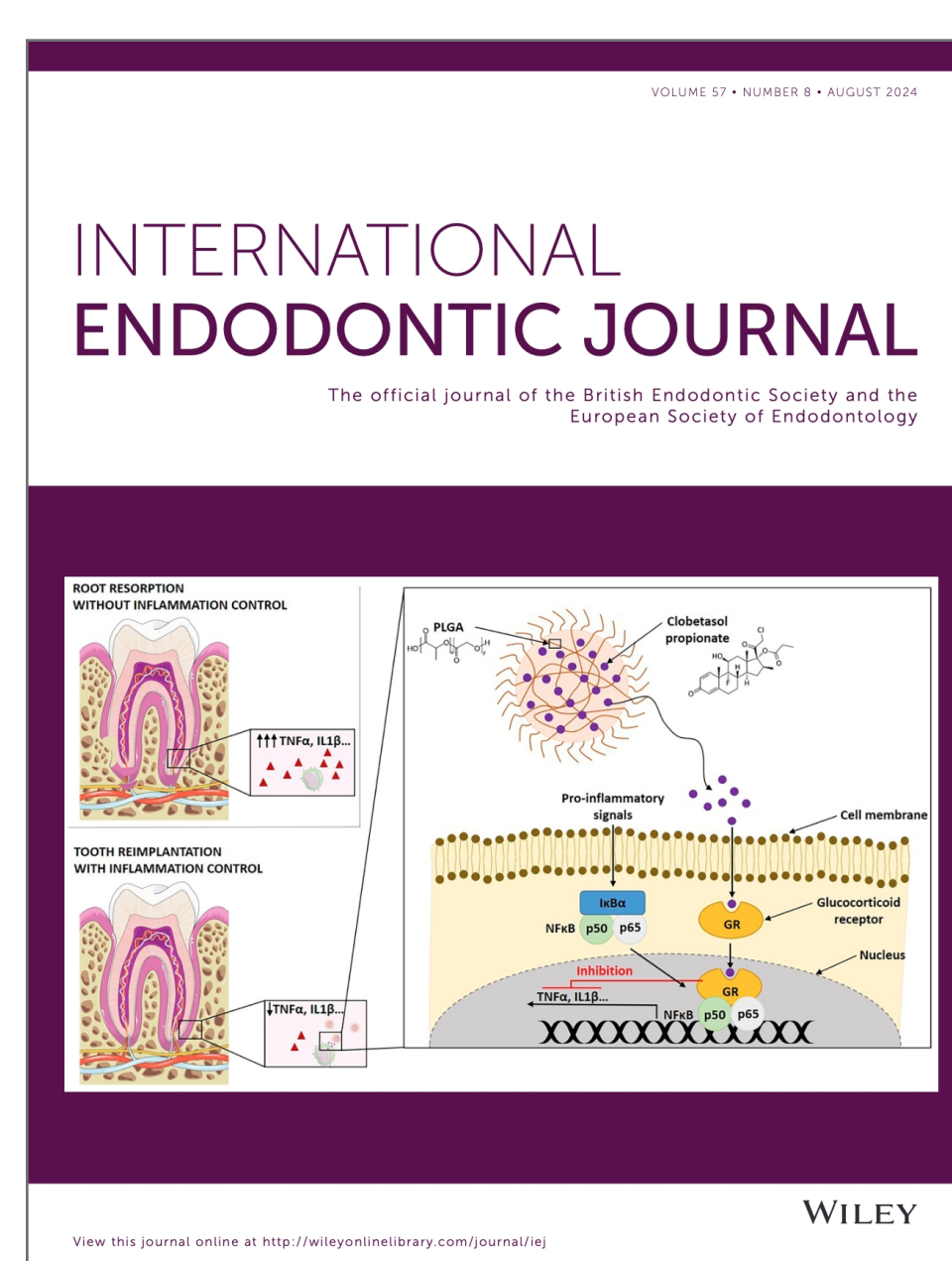
Annual unique visitors: **461,195**  
Average monthly unique visitors: **38,320**  
Annual page views: **1,981,025**  
Average monthly page views: **164,601**  
Total annual full text views: **915,246**  
Circulation: **6,387**  
2023 IF: **5.8**  
2023 JCR ranking: **3/157 Dentistry, Oral Surgery & Medicine**

High reach &amp; circulation

**Australian Dental Journal**

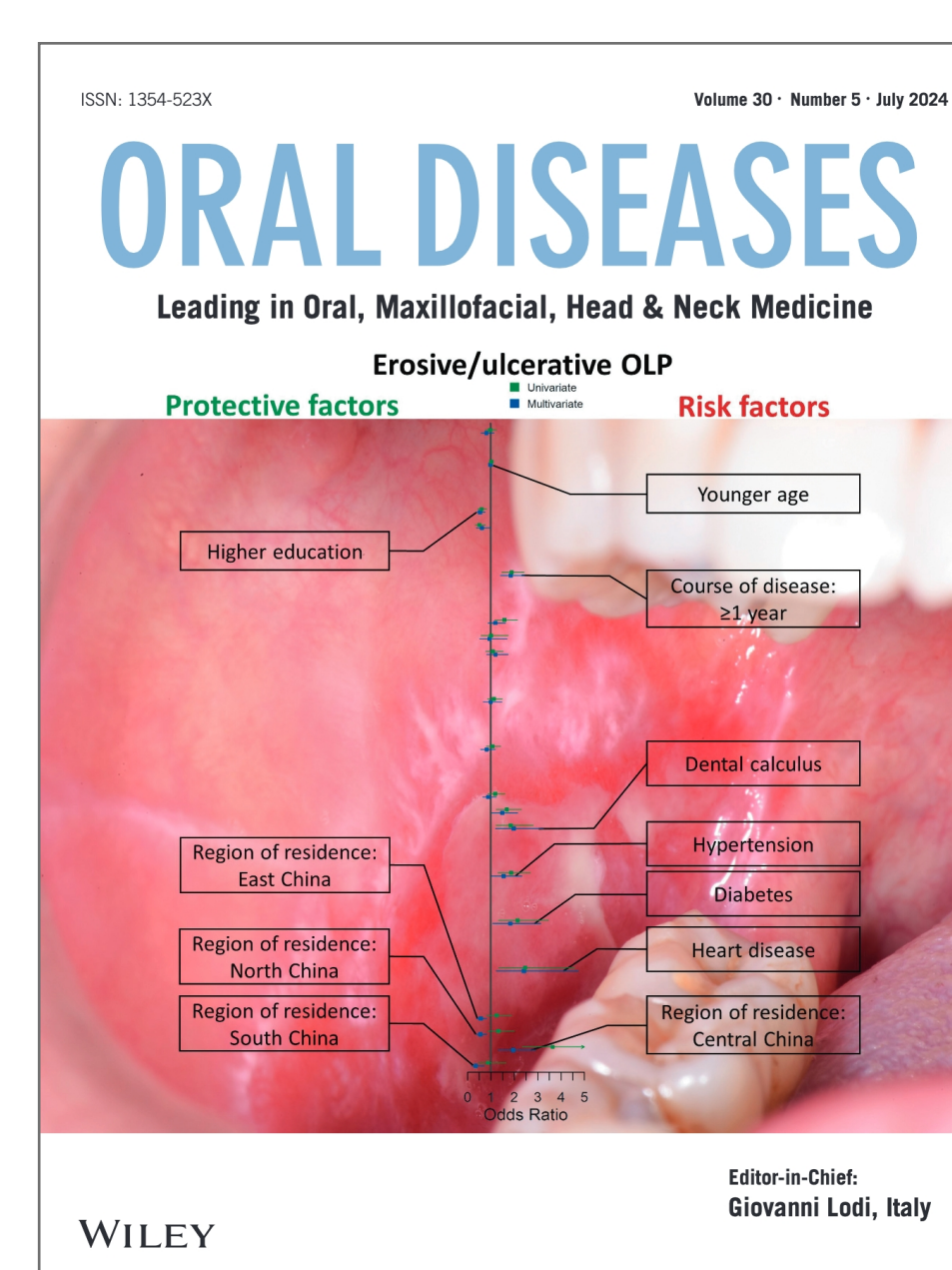
Annual unique visitors: **421,088**  
Average monthly unique visitors: **34,987**  
Annual page views: **928,627**  
Average monthly page views: **77,158**  
Total annual full text views: **678,903**  
Circulation: **9,667**  
2023 IF: **1.9**  
2023 JCR ranking: **66/157 Dentistry, Oral Surgery & Medicine**

High Impact Factor

**International Endodontic Journal**

Annual unique visitors: **403,271**  
Average monthly unique visitors: **33,507**  
Annual page views: **1,759,739**  
Average monthly page views: **146,214**  
Total annual full text views: **931,480**  
Circulation: **709**  
2023 IF: **5.4**  
2023 JCR ranking: **6/157 Dentistry, Oral Surgery & Medicine**

High reach

**Oral Diseases**

Annual unique visitors: **346,891**  
Average monthly unique visitors: **28,822**  
Annual page views: **984,031**  
Average monthly page views: **81,762**  
Total annual full text views: **381,033**  
Circulation: **248**  
2023 IF: **2.9**  
2023 JCR ranking: **30/157 Dentistry, Oral Surgery & Medicine**

Contact your sales representative for a full overview of our audience reach and portfolio.

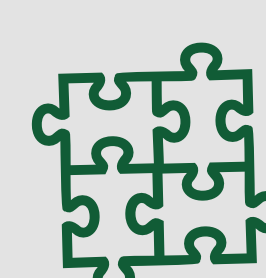
Advertise with us to gain brand awareness and credibility in an environment trusted by dental professionals.

## Contact us

✉ [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)  
📶 [wiley.com/corporate-solutions](http://wiley.com/corporate-solutions)

As the world's leading society publisher of scholarly and academic research, we offer solutions to strengthen your message. From promoting your brand to educating your audience, we have the right tools to meet your objectives.

Leverage the power of Wiley's scientific community and break through the noise of endless information.

**1,900+** Journals**700+** Global society partners**277M+** Annual unique visitors on Wiley Online Library

## References

- <https://www.grandviewresearch.com/industry-analysis/dental-services-market-report>
- Wiley HCP Information Seeking Behavior Survey 2024.
- Wiley data from May 1, 2023, to April 30, 2024.

\* Journal Citation Reports (JCR) is an annual report by Clarivate Analytics, ranking journals based on their Impact Factor (IF) relative to other titles in that category.

Impact Factor is the average number of citations to articles published in the past two years, indicating the most frequently cited journals and highest impact journals in a field. Circulation based on total print circulation from 1 July 2023 to 30 June 2024.