

Immunology

Our focus:



Rhinitis



Multiple sclerosis & lupus



Asthma



Psoriasis



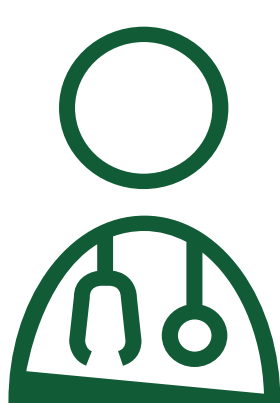
Food allergy



The global immunology market was valued at USD 97.58 billion in 2023, and is projected to grow to USD 257.39 billion by 2032.¹

Increasing development of vaccines and growing awareness of immunological diseases are key market drivers. Climatic changes are further contributing to the demand for decongestants, antihistamines, and topical/oral steroids.¹

Solving key challenges for clinicians and pharma: Our value add

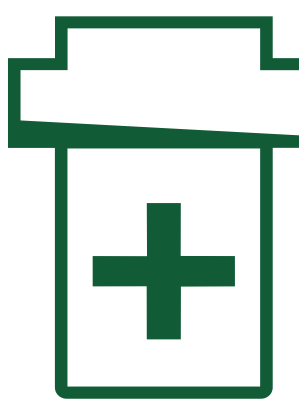


HCPs' needs
Stay up-to-date with the latest clinical practices and advancements

Independent, relevant and trusted information sources

Validated content and engaging formats

Ads linking to problem-solving content²



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 audience³



10,340,299 Annual unique visitors



859,164 Average monthly unique visitors



31,287,823 Annual page views

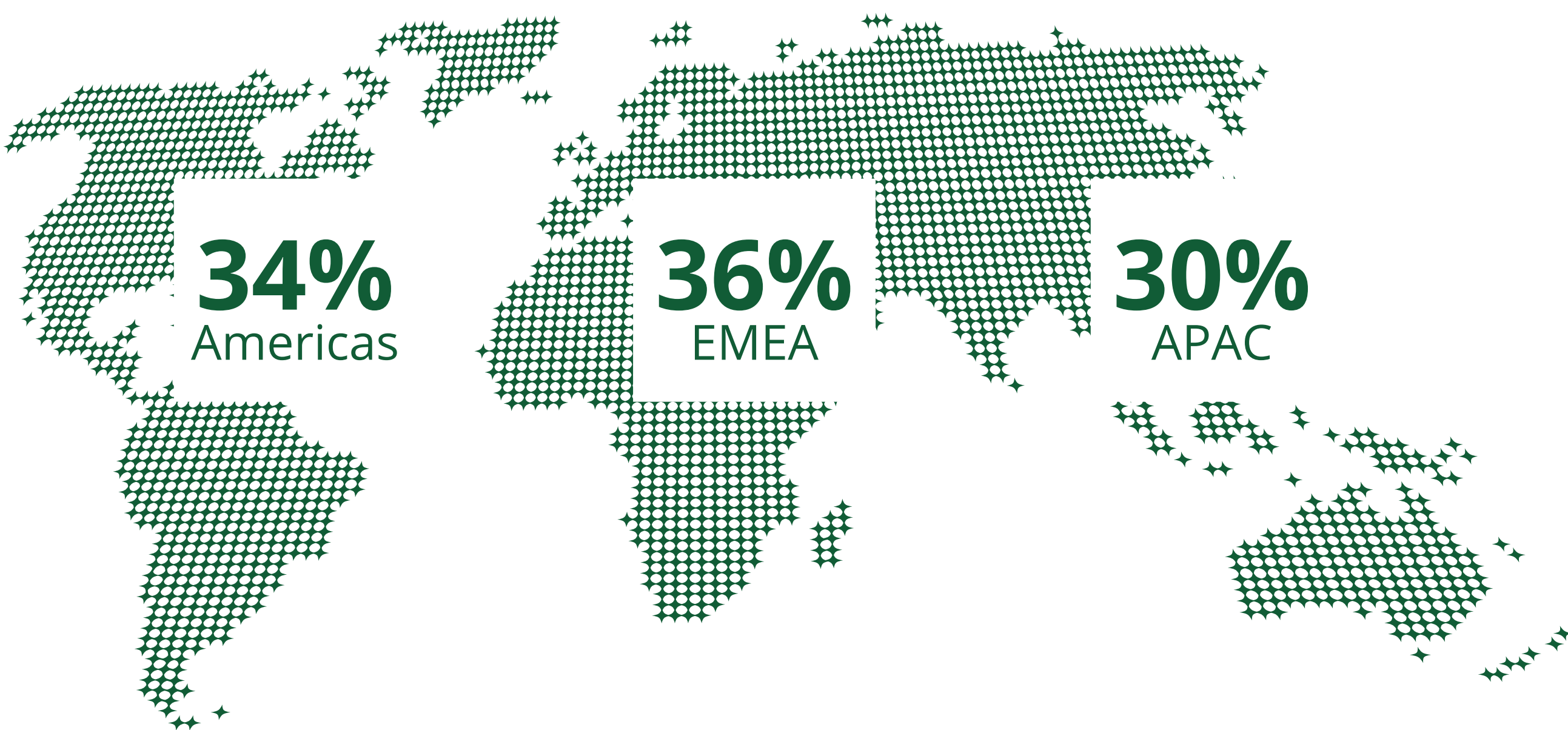


2,599,672 Average monthly page views



17,300,880 Total annual full text views

Audience location



Our offer



49 Journals covering immunology



1 Journal ranked in the top 10 of its 2023 JCR category*



10 Open access JCR journals



5 Society partners

Key society partners

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



EAACI



BSACI
Improving Allergy Care
through education, training and research



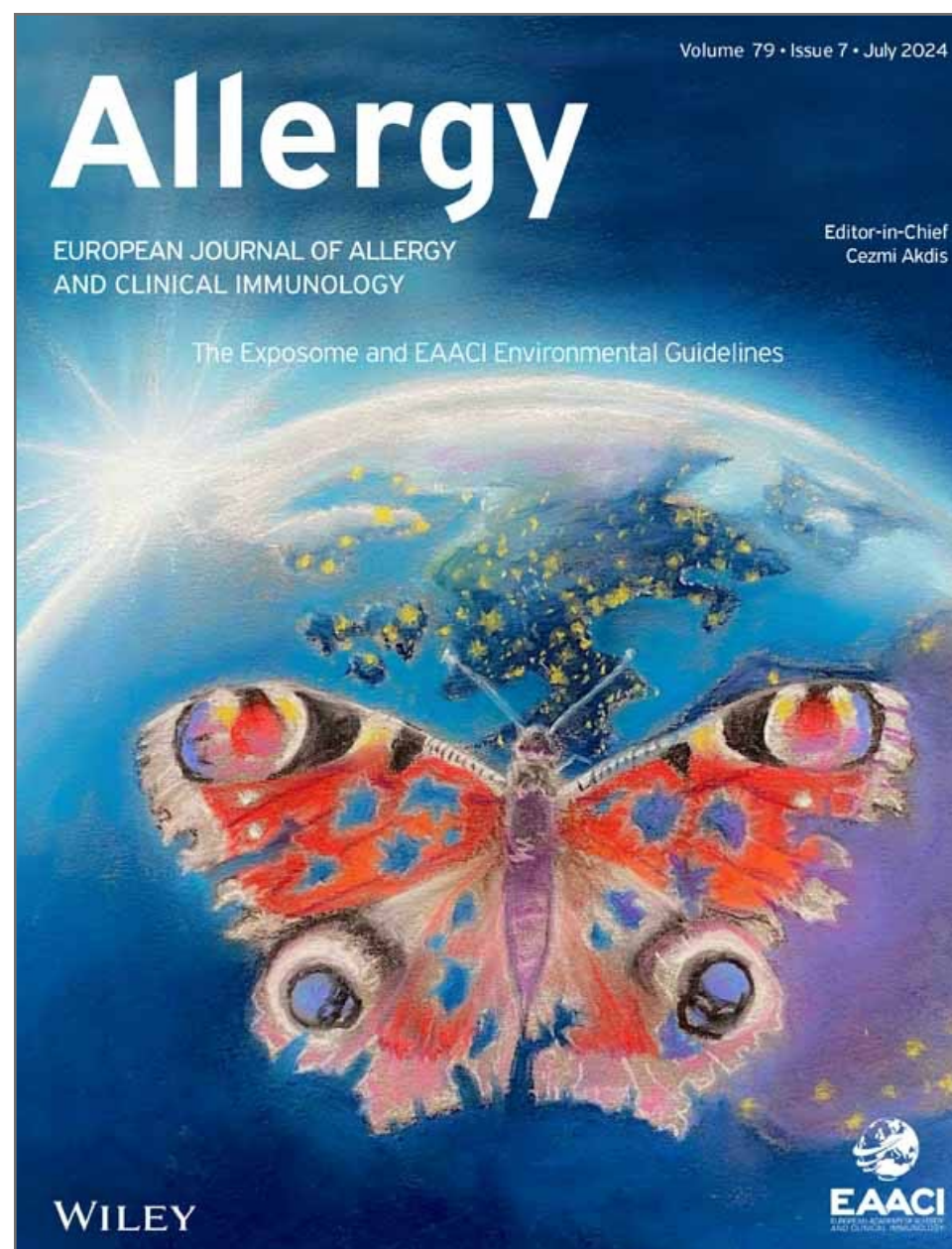
Contact your sales representative for a complete overview.

Our key journals



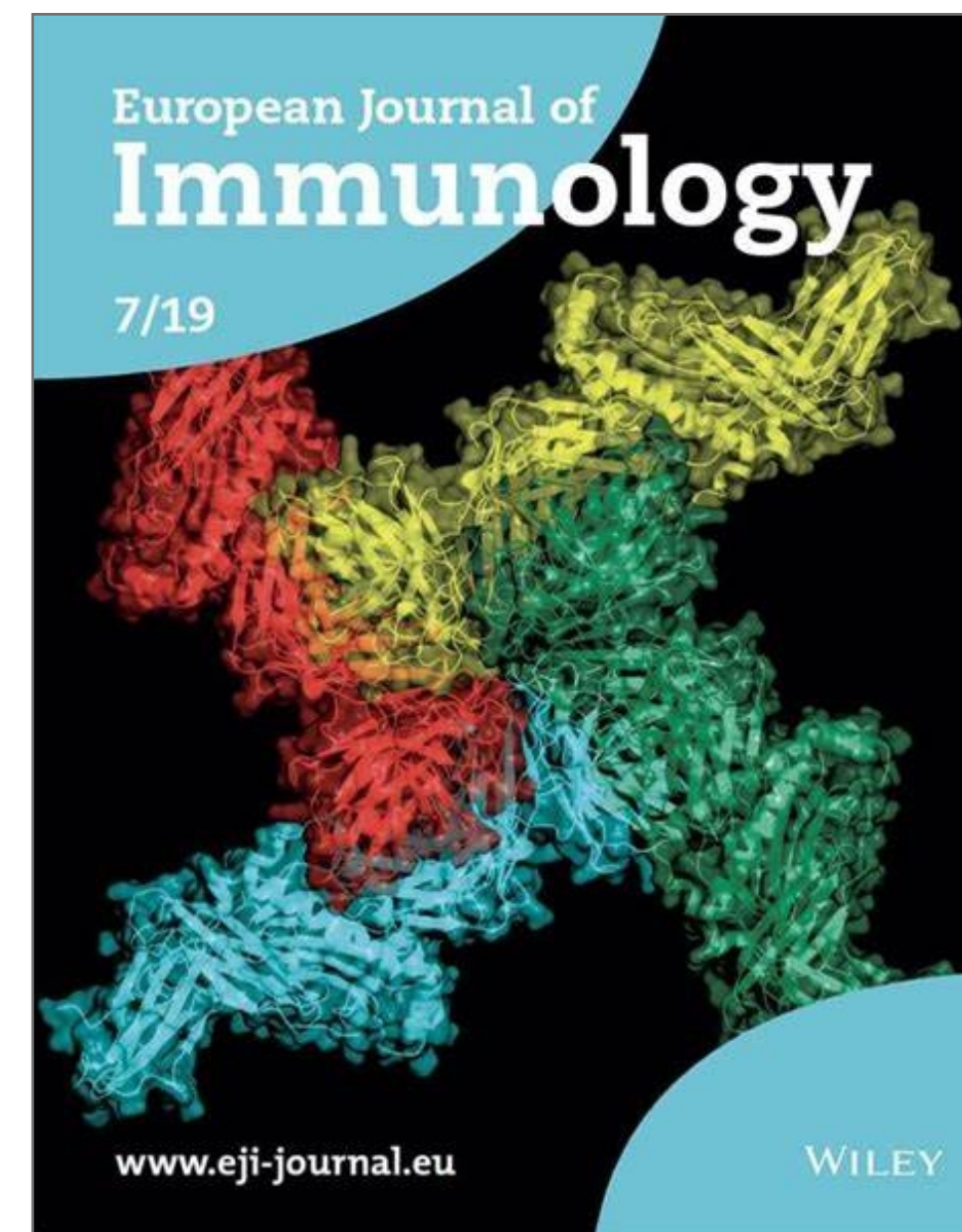
HCPs rate journals as their #1 most trusted source and consult them weekly to build their clinical knowledge. Advertisements are part of this education journey, especially when these link to scientific content or solve one of their problems.²

High Impact Factor & reach

**Allergy**

Annual unique visitors: **835,566**
Average monthly unique visitors: **69,426**
Annual page views: **2,408,972**
Average monthly page views: **200,159**
Total annual full text views: **1,577,077**
Circulation: **Available on request**
2023 IF: **12.6**
2023 JCR ranking: **1/39 Allergy**

High reach

**European Journal of Immunology**

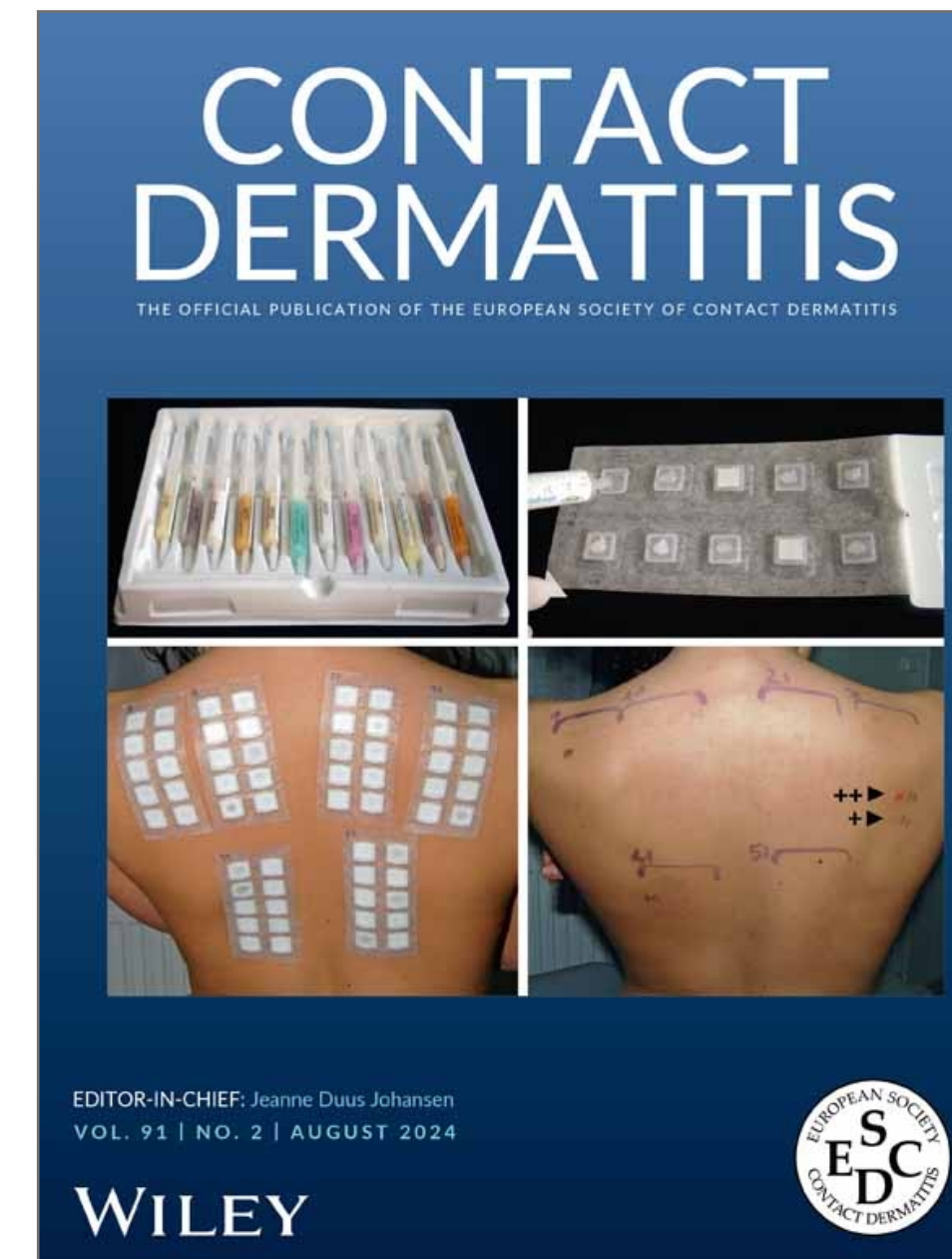
Annual unique visitors: **485,055**
Average monthly unique visitors: **40,303**
Annual page views: **1,210,858**
Average monthly page views: **100,608**
Total annual full text views: **906,387**
Circulation: **285**
2023 IF: **4.5**
2023 JCR ranking: **61/181 Immunology**

High Impact Factor & reach & circulation

**Journal of the European Academy of Dermatology and Venereology**

Annual unique visitors: **988,181**
Average monthly unique visitors: **82,107**
Annual page views: **270,8559**
Average monthly page views: **22,5051**
Total annual full text views: **1,265,350**
Circulation: **3,577**
2023 IF: **8.4**
2023 JCR ranking: **5/94 Dermatology**

High Impact Factor, reach & circulation

**Contact Dermatitis**

Annual unique visitors: **272,757**
Average monthly unique visitors: **22,663**
Annual page views: **704,601**
Average monthly page views: **58,544**
Total annual full text views: **290,729**
Circulation: **1,662**
2023 IF: **4.8**
2023 JCR ranking: **11/94 Dermatology**

High Impact Factor & reach

**Immunological Reviews**

Annual unique visitors: **326,072**
Average monthly unique visitors: **27,093**
Annual page views: **806,109**
Average monthly page views: **66,978**
Total annual full text views: **391,010**
Circulation: **106**
2023 IF: **7.5**
2023 JCR ranking: **24/181 Immunology**

High reach

**Immunology**

Annual unique visitors: **266,984**
Average monthly unique visitors: **22,183**
Annual page views: **580,548**
Average monthly page views: **48,237**
Total annual full text views: **437,440**
Circulation: **Available on request**
2023 IF: **4.9**
2023 JCR ranking: **50/181 Immunology**

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

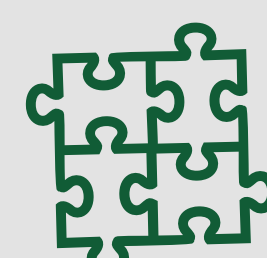
Advertise with us to gain brand awareness and credibility in an environment trusted by immunologists and the multidisciplinary team.

Contact us

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

References

- Source: <https://www.fortunebusinessinsights.com/industry-reports/immunology-market-100657>.
- 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.