

Polymer Science

Our focus:



Energy



Sustainability



Engineering



Nano



Robotics



Biosystems



Polymer chemistry



Polymerization

Market forecast: The global specialty polymer market is expected to grow over 7% (CAGR) by 2029.¹

Solving key challenges for researchers and industry professionals: Our value add

Scientists' needs
Stay up-to-date with the latest research and advancements

Independent, relevant and trusted information sources

Validated content and engaging formats

Ads linking to problem-solving content²

Companies' needs
Build brand awareness and message credibility

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

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

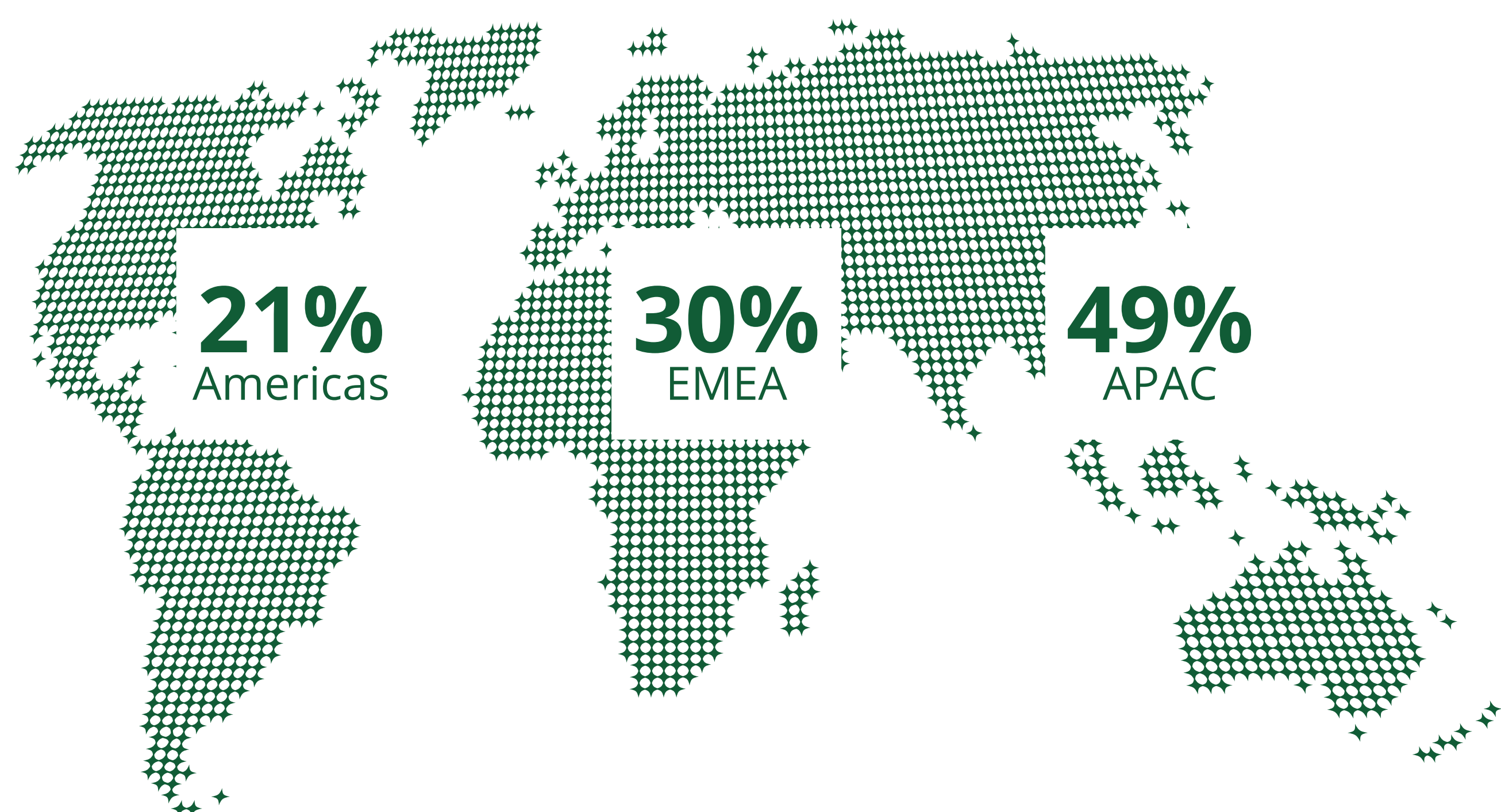
Optimal execution
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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

Our audience³

	4,198,864	Annual unique visitors
	348,879	Average monthly unique visitors
	17,379,074	Annual page views
	1,444,009	Average monthly page views
	7,932,785	Total annual full text views

Audience location



Our offer

	5	Top 33% JCR ranked journals in polymer science*
	26	Total journals in field
	6	Open access JCR journals
	4	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.



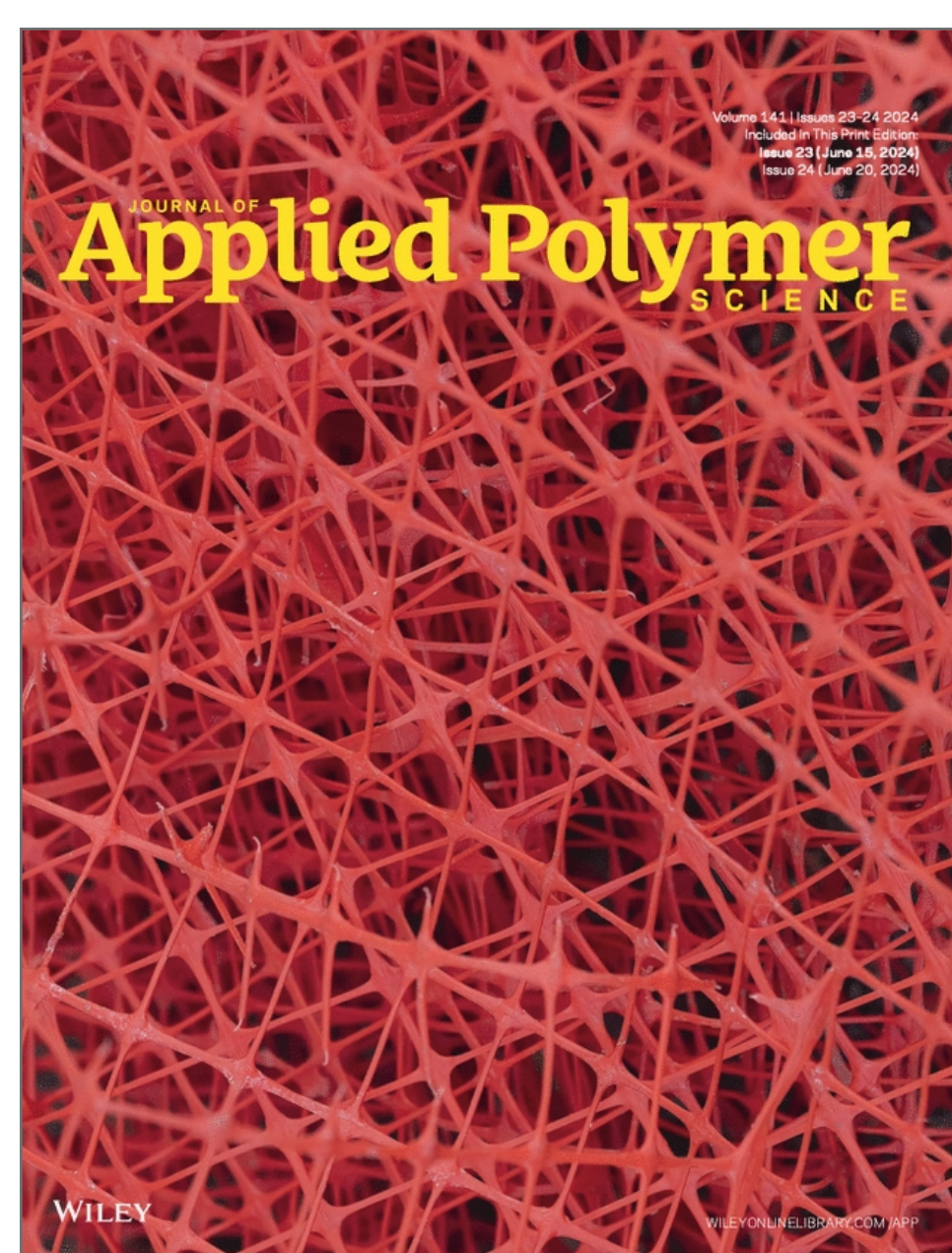
Contact your sales representative for a complete overview.

Our key journals



Researchers and industry professionals value journals and journal articles as their #1 trusted source to stay updated with industry and scientific research and news. Advertisements are part of this journey and have a positive impact when the ad is relevant to their field.²

High Reach

**Journal of Applied Polymer Science**

Annual unique visitors: **1,240,767**
Average monthly unique visitors: **103,094**
Annual page views: **4,448,129**
Average monthly page views: **369,590**
Total annual full text views: **1,919,132**
2023 IF: **2.7**
2023 JCR ranking: **46/94 Polymer Science**

High Impact Factor

**Small Structures**

Annual unique visitors: **203,875**
Average monthly unique visitors: **16,940**
Annual page views: **575,058**
Average monthly page views: **47,781**
Total annual full text views: **361,996**
2023 IF: **13.9**
2023 JCR ranking: **13/140 Nanoscience & Nanotechnology**
17/178 Chemistry, Physical
31/438 Materials Science, Multidisciplinary

High Reach

**Polymer Engineering & Science**

Annual unique visitors: **365,162**
Average monthly unique visitors: **30,341**
Annual page views: **1,082,103**
Average monthly page views: **89,911**
Total annual full text views: **324,112**
2023 IF: **3.2**
2023 JCR ranking: **37/94 Polymer Science**
72/170 Engineering, Chemical

High Impact Factor

**Small Science**

Annual unique visitors: **139,961**
Average monthly unique visitors: **11,629**
Annual page views: **362,868**
Average monthly page views: **30,150**
Total annual full text views: **234,832**
2023 IF: **11.1**
2023 JCR ranking: **18/140 Nanosciences & Nanotechnology**
44/438 Materials Science, Multidisciplinary

High Reach

**Polymer Composites**

Annual unique visitors: **360,576**
Average monthly unique visitors: **29,960**
Annual page views: **1,395,517**
Average monthly page views: **115,952**
Total annual full text views: **457,324**
2023 IF: **4.8**
2023 JCR ranking: **10/35 Materials Science, Composites**
17/94 Polymer Science

High Impact Factor

**WIREs Nanomedicine and Nanobiotechnology**

Annual unique visitors: **130,612**
Average monthly unique visitors: **10,852**
Annual page views: **323,102**
Average monthly page views: **26,846**
Total annual full text views: **143,208**
2023 IF: **6.9**
2023 JCR ranking: **21/189 Medicine, Research & Experimental**
33/140 Nanoscience & Nanotechnology

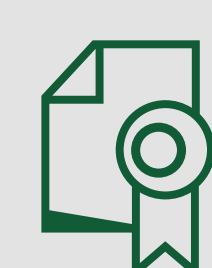
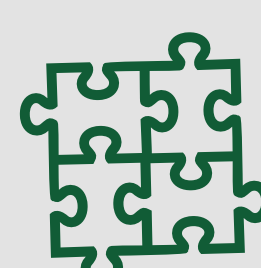
Contact your sales representative for a full overview of our audience reach and portfolio.

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

Contact uscorpsolutions@wiley.comwiley.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

1. Source: <https://www.mordorintelligence.com/industry-reports/specialty-polymers-market>

2. Wiley Science Technical Engineering Professionals Content Habits Survey 2024.

3. 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.