

Analytical Science

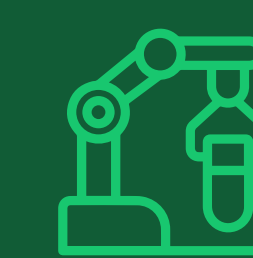
Our focus:



Microscopy



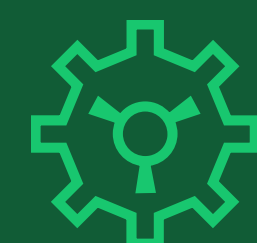
Separation science



Lab automation



Spectroscopy & spectrometry



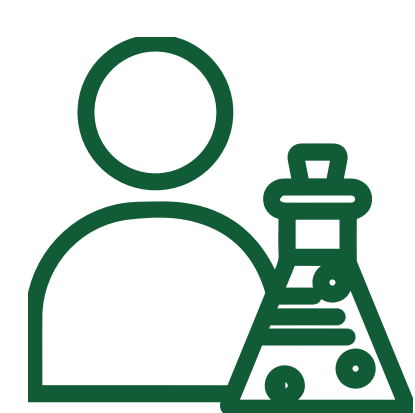
Equipment



Bioanalysis

Market forecast: The analytical instrumentation in life science market is expected to grow 8.8% (CAGR) with a forecasted market size of USD 23.2 Bn 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



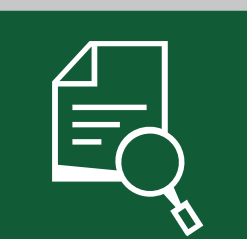
9,057,191

Annual unique visitors



752,552

Average monthly unique visitors



32,158,078

Annual page views



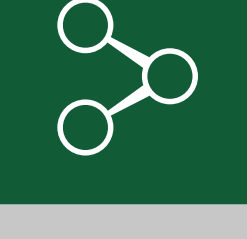
2,671,981

Average monthly page views



14,461,263

Total annual full text views



14.6k

Followers @Wiley Analytical Science

Our offer



2

Top 33% JCR ranked journals in analytical, chemistry*



50

Total journals in analytical science



10

Open access JCR journals



7

Society partners

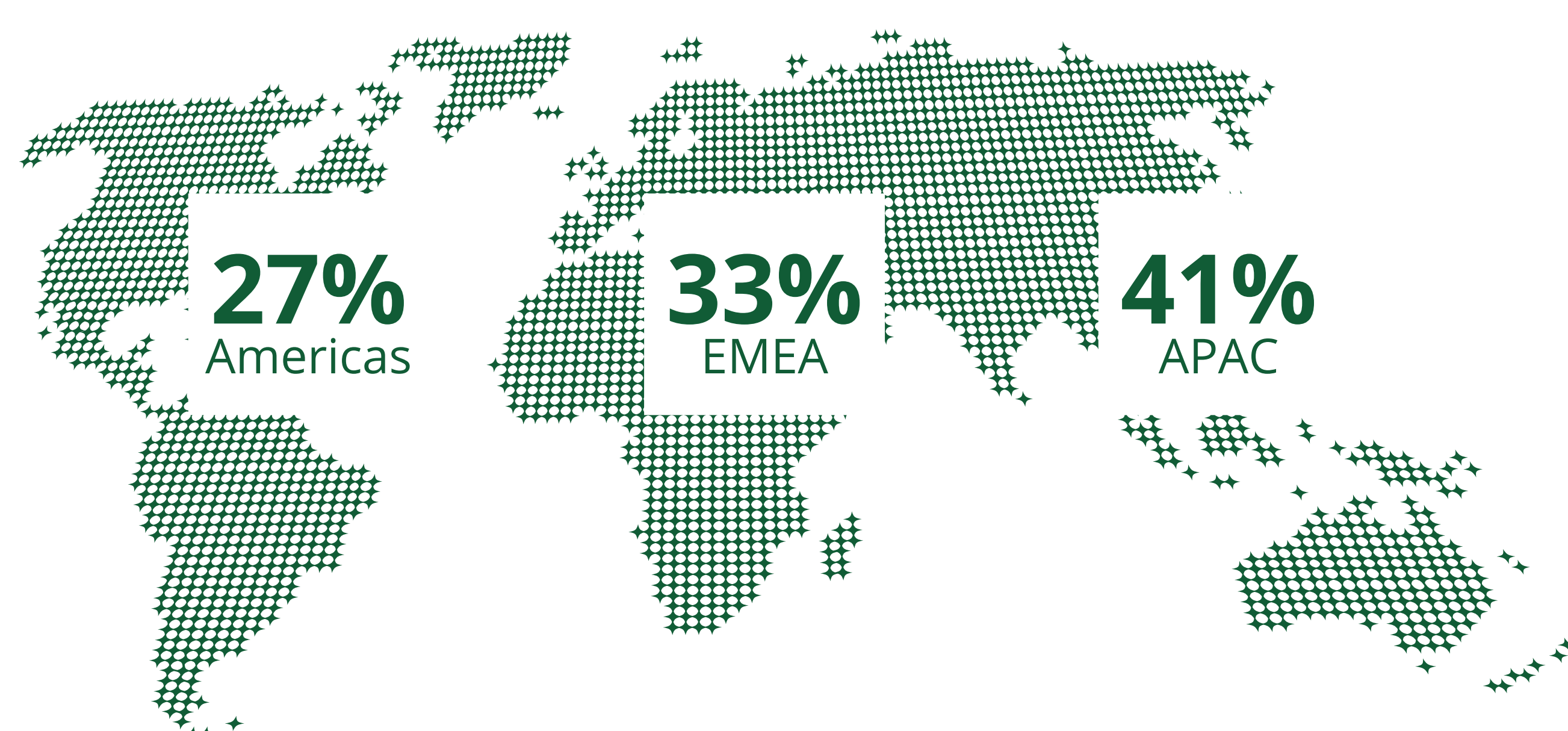
Key society partners

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.

Audience location





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



Wiley Analytical Science

Wiley Analytical Science brings together a diverse range of professional and peer-reviewed content from well-established publication-based websites in Analytical Science and Wiley Online Library. Our website is designed to be a one-stop resource.

Our key journals

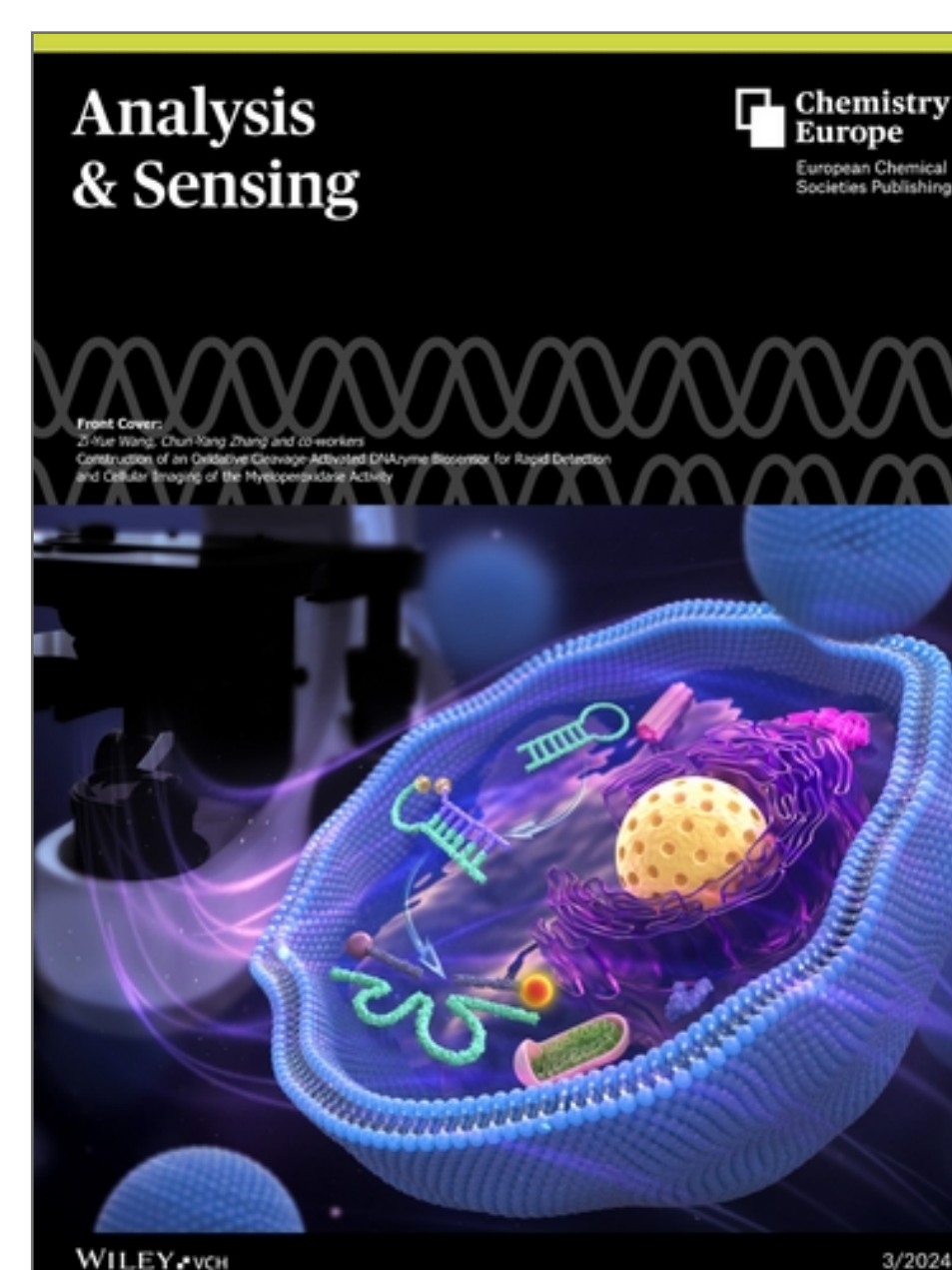
High Reach



Journal of Food Science

Annual unique visitors: **1,039,870**
 Average monthly unique visitors: **86,401**
 Annual page views: **2,880,898**
 Average monthly page views: **239,370**
 Total annual full text views: **1,060,797**
 2023 IF: **3.2**
 2023 JCR ranking: **68/173 Food Science & Technology**

High Impact Factor



Analysis & Sensing

Annual unique visitors: **26,301**
 Average monthly unique visitors: **2,916**
 Annual page views: **35,322**
 Average monthly page views: **3,916**
 Total annual full text views: **25,737**
 2023 IF: **3.4**
 2023 JCR ranking: **34/106 Chemistry, Analytical**

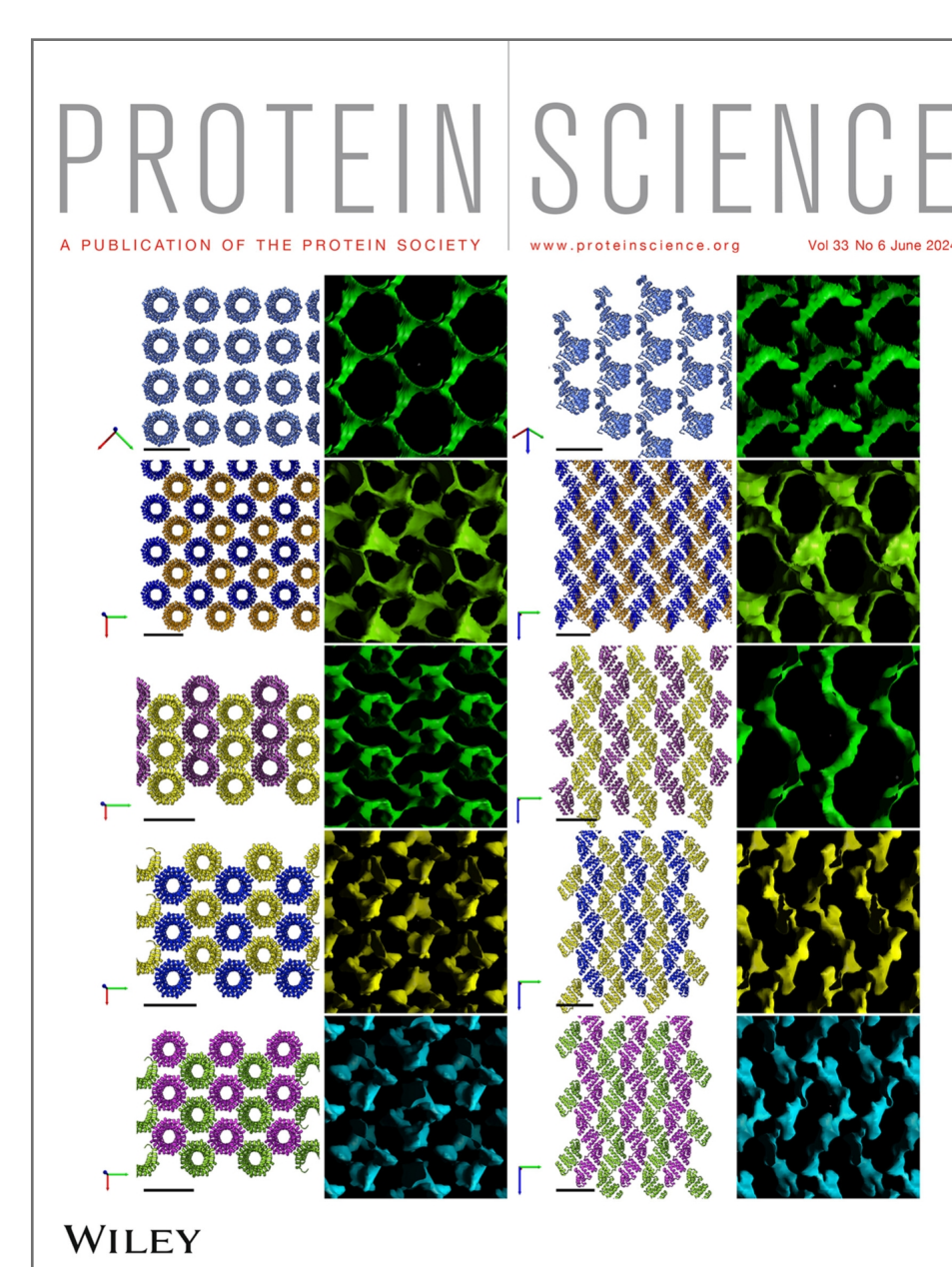
High Reach



European Journal of Organic Chemistry

Annual unique visitors: **705,371**
 Average monthly unique visitors: **58,608**
 Annual page views: **3,249,156**
 Average monthly page views: **269,969**
 Total annual full text views: **1,837,677**
 2023 IF: **2.5**
 2023 JCR ranking: **16/58 Chemistry, Organic**

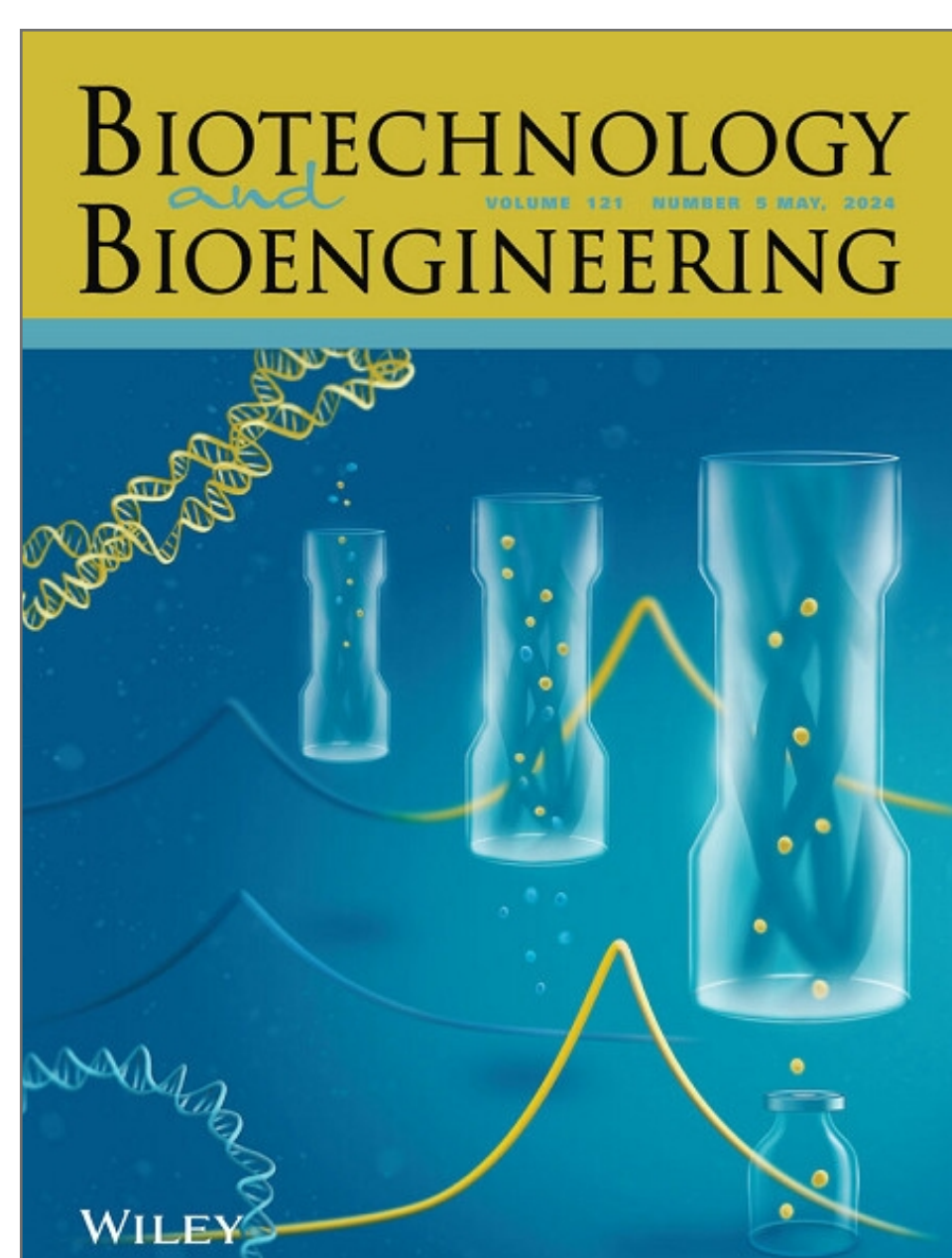
High Impact Factor



Protein Science

Annual unique visitors: **369,255**
 Average monthly unique visitors: **30,681**
 Annual page views: **961,060**
 Average monthly page views: **79,853**
 Total annual full text views: **660,128**
 2023 IF: **4.5**
 2023 JCR ranking: **76/313 Biochemistry & Molecular Biology**

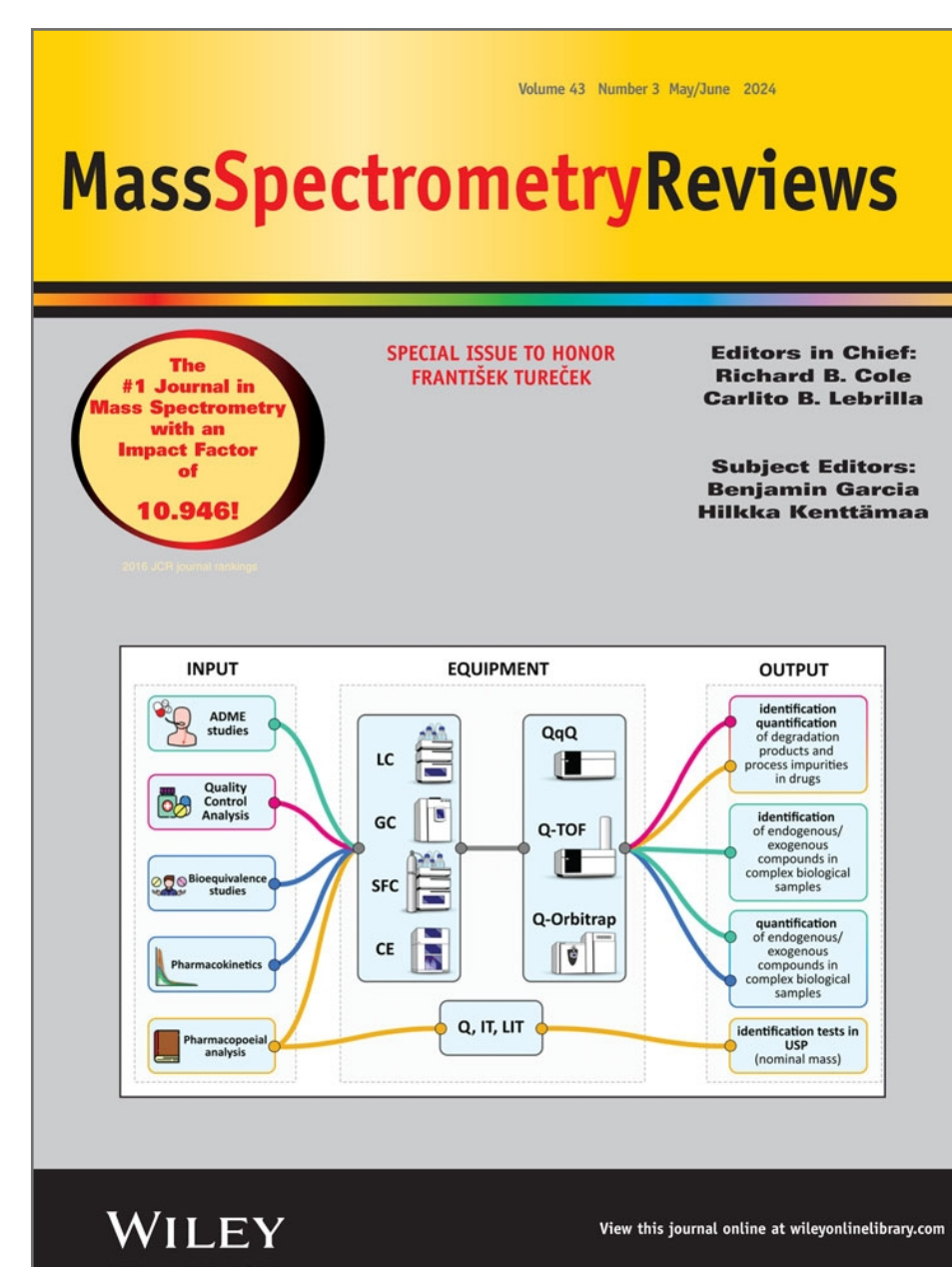
High Impact Factor & Reach



Biotechnology and Bioengineering

Annual unique visitors: **658,181**
 Average monthly unique visitors: **54,687**
 Annual page views: **2,068,917**
 Average monthly page views: **171,904**
 Total annual full text views: **833,304**
 2023 IF: **3.5**
 2023 JCR ranking: **63/174 Biotechnology & Applied Microbiology**

High Impact Factor



Mass Spectrometry Reviews

Annual unique visitors: **148,708**
 Average monthly unique visitors: **12,355**
 Annual page views: **381,408**
 Average monthly page views: **31,690**
 Total annual full text views: **195,072**
 2023 IF: **6.9**
 2023 JCR ranking: **2/44 Spectroscopy**

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 analytical scientists and industry professionals.

Contact us



corpsolutions@wiley.com



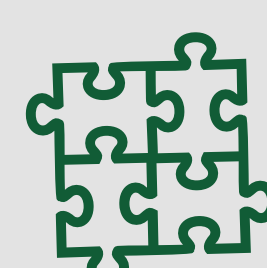
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Leverage the power of Wiley's scientific community and break through the noise of endless information.



1,900+ Journals



700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

1. Source: <https://www.mordorintelligence.com/industry-reports/analytical-instrumentation-market-in-lifesciences-industry>
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.