

Biochemistry

Our focus

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Proteomics & lipidomics
- 

Cell signaling & system biology
- 

Genomics & transcriptomics
- 

Immunology & vaccinology
- 

Drug development & biopharmaceuticals
- 

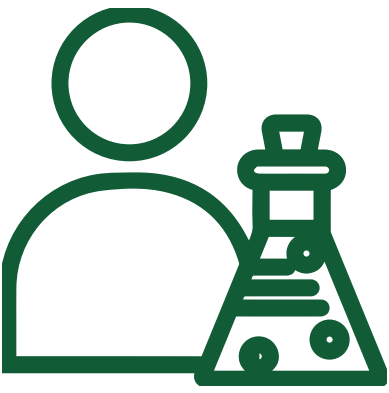
Biomaterials & biotechnology
- 

Bioinformatics & computational
- 

Metabolomics & metabonomics

Market forecast: The lab automation in bioanalysis market is expected to grow 6.10% (CAGR)<sup>1</sup>

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 content<sup>2</sup>**



**Companies' needs**  
Build brand awareness and message credibility





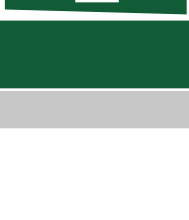
**Audience reach**  
Go beyond your existing customer base by **leveraging the reach of our well-established proprietary, society journals and publications.**

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

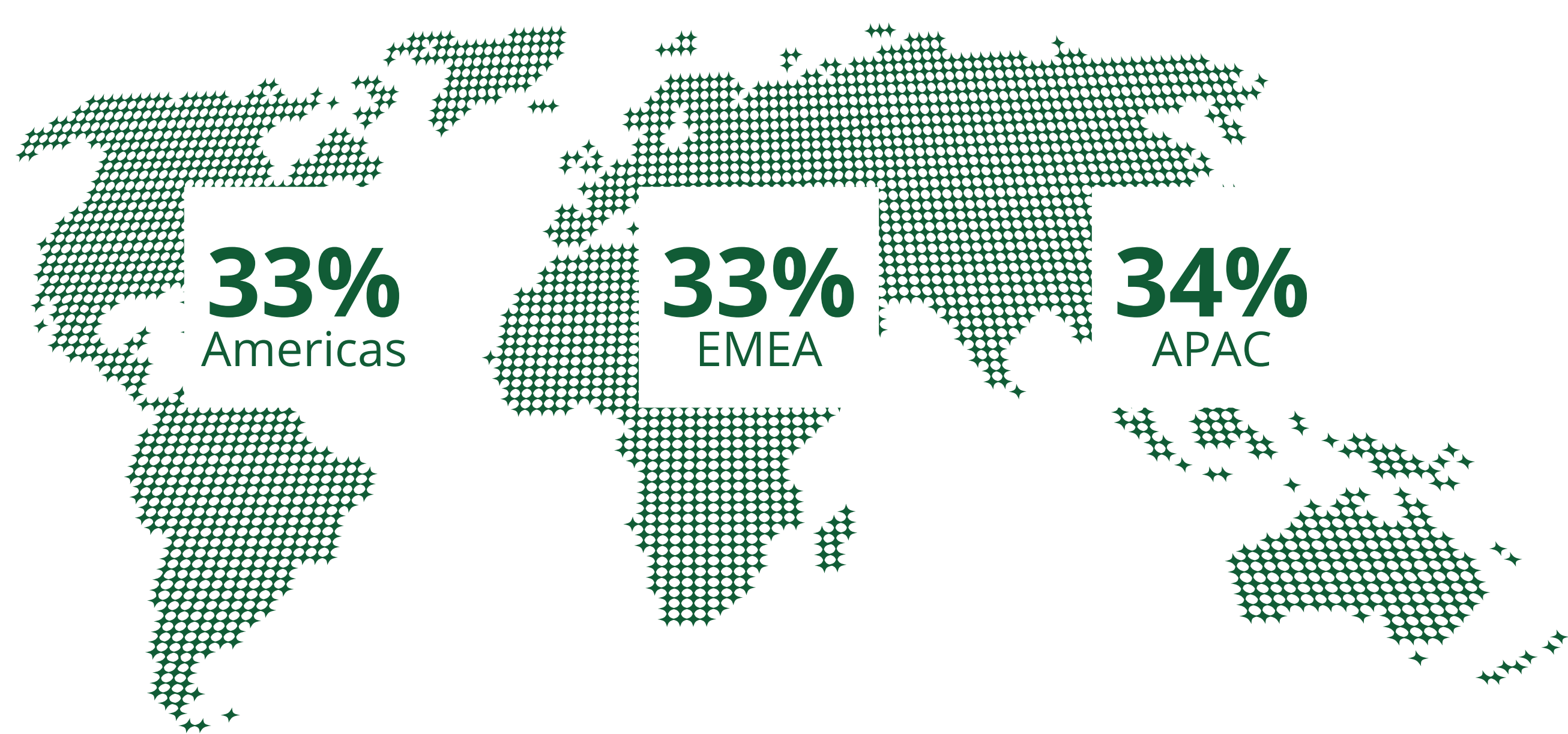
**Optimal execution**  
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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






Our audience<sup>3</sup>

	6,157,069	Annual unique visitors
	511,584	Average monthly unique visitors
	17,468,000	Annual page views
	1,451,398	Average monthly page views
	8,146,671	Total annual full text views

Audience location



Our offer

	2	Top 10 JCR ranked journals in materials science, biomaterials*
	3	Top 33% JCR ranked journals in biotechnology & applied microbiology*
	26	Total journals covering biochemistry
	7	Open access JCR journals
	9	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.



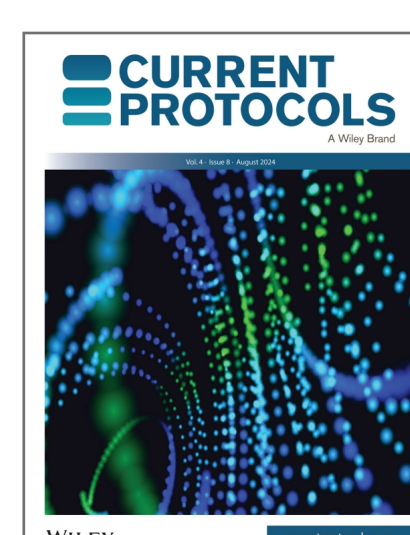


Researchers and industry professionals value journals and journal articles as their #1 trusted source to stay updated with industry and scientific research and news. Advertisements are part of this journey and have a positive impact when the ad is relevant to their field.<sup>2</sup>



### Wiley Analytical Science

Brings the analytical community together with the largest repository of free and subject-focused content in bioanalyses.

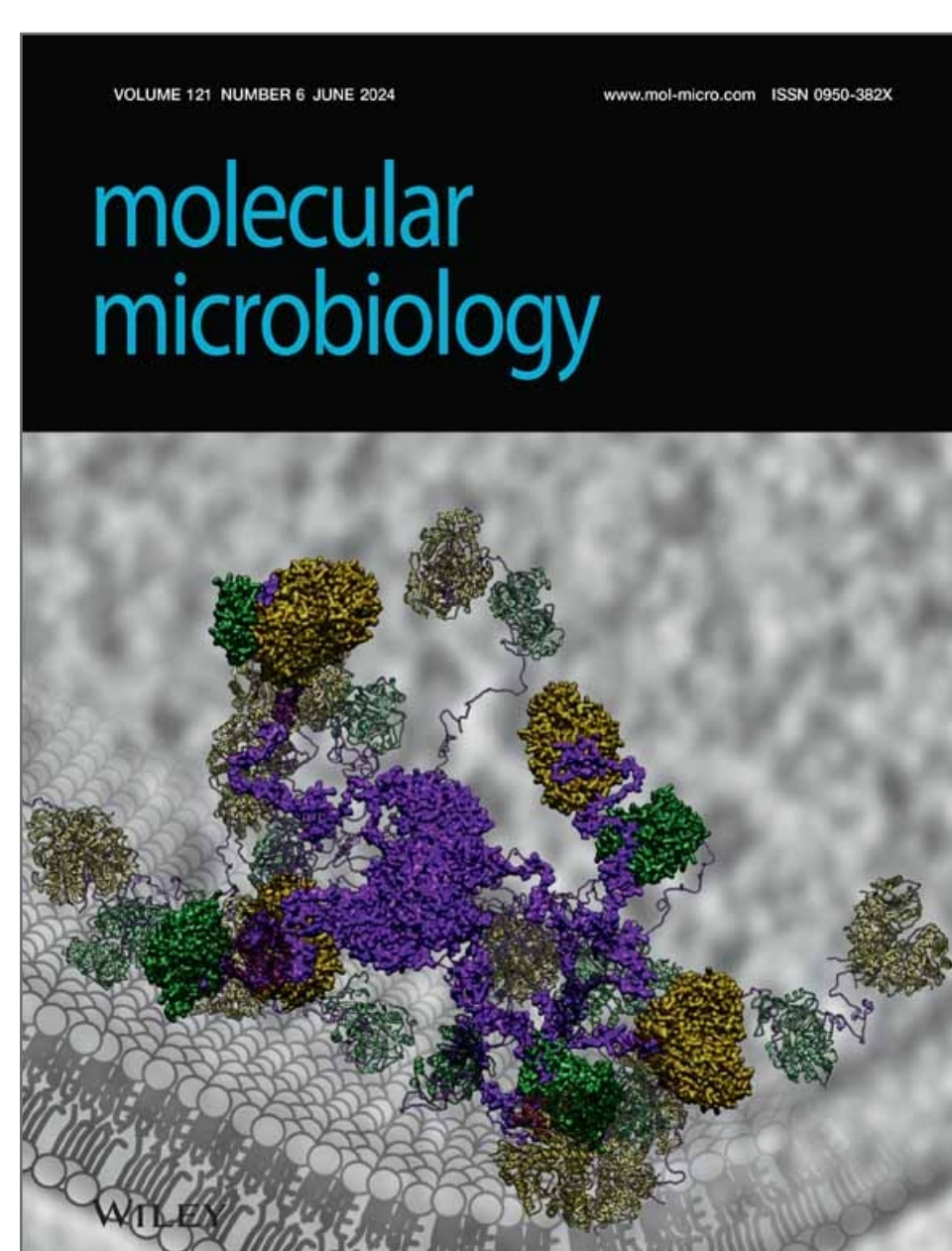


### Current Protocols

A collection including over 25,000 step-by-step techniques, procedures, and practical overviews that provide researchers with reliable, efficient methods to ensure reproducible results and pave the way for critical scientific discovery in cell biology, chemical biology, molecular biology, and more.

## Our key journals

High Reach



### Molecular Microbiology

Annual unique visitors: **458,851**  
Average monthly unique visitors: **38,125**  
Annual page views: **1,333,543**  
Average monthly page views: **110,803**  
Total annual full text views: **1,064,128**  
2023 IF: **2.6**  
2023 JCR ranking: **92/161 Microbiology**  
**204/313 Biochemistry & Molecular Biology**

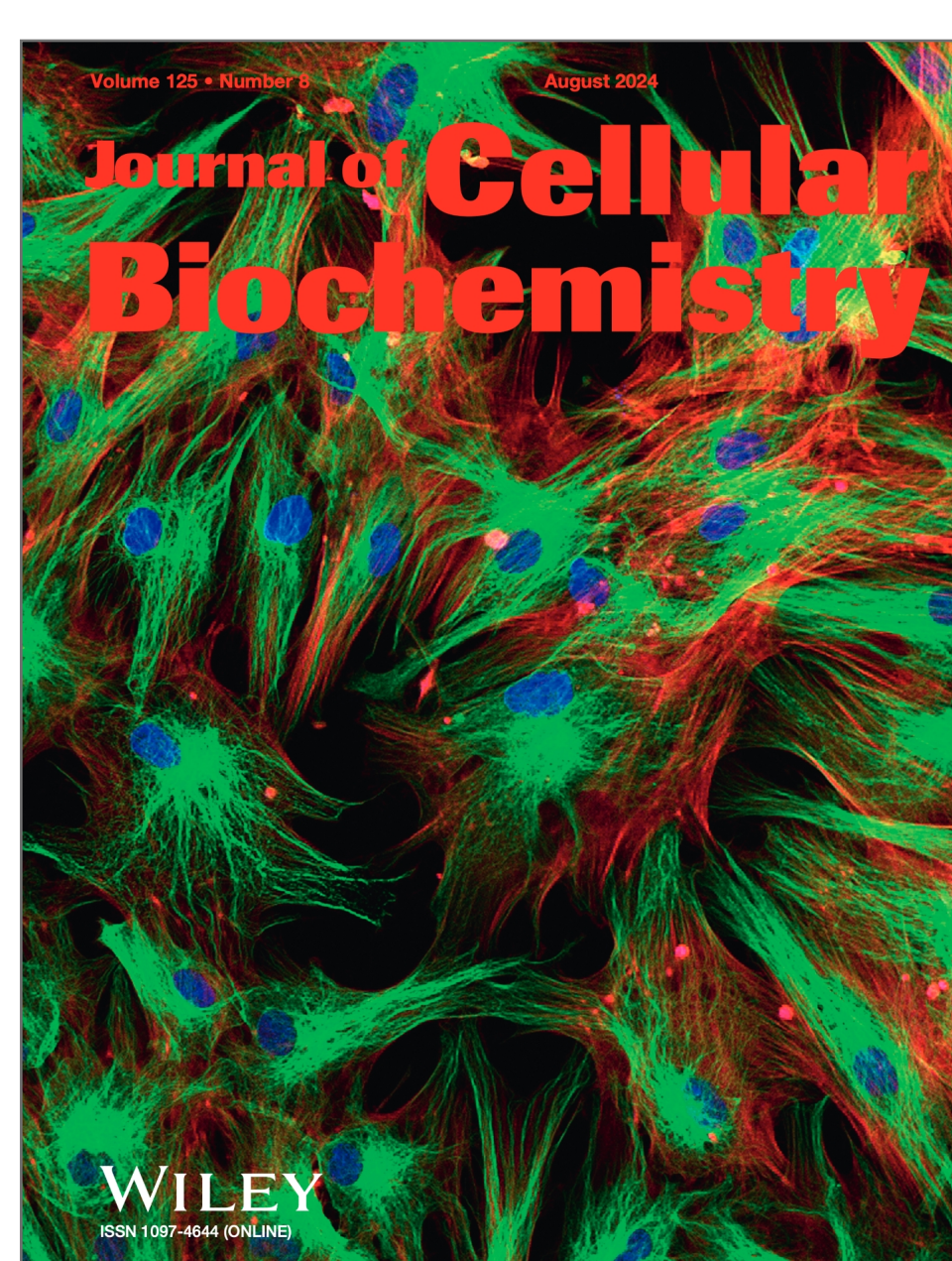
High Impact Factor & Reach



### Aging Cell

Annual unique visitors: **483,443**  
Average monthly unique visitors: **40,169**  
Annual page views: **765,772**  
Average monthly page views: **63,627**  
Total annual full text views: **981,230**  
2023 IF: **8**  
2023 JCR ranking: **5/74 Geriatrics & Gerontology**  
**35/205 Cell Biology**

High Reach



### Journal of Cellular Biochemistry

Annual unique visitors: **376,574**  
Average monthly unique visitors: **31,289**  
Annual page views: **924,507**  
Average monthly page views: **76,816**  
Total annual full text views: **326,615**  
2023 IF: **3**  
2023 JCR ranking: **129/205 Cell Biology**  
**171/313 Biochemistry & Molecular Biology**

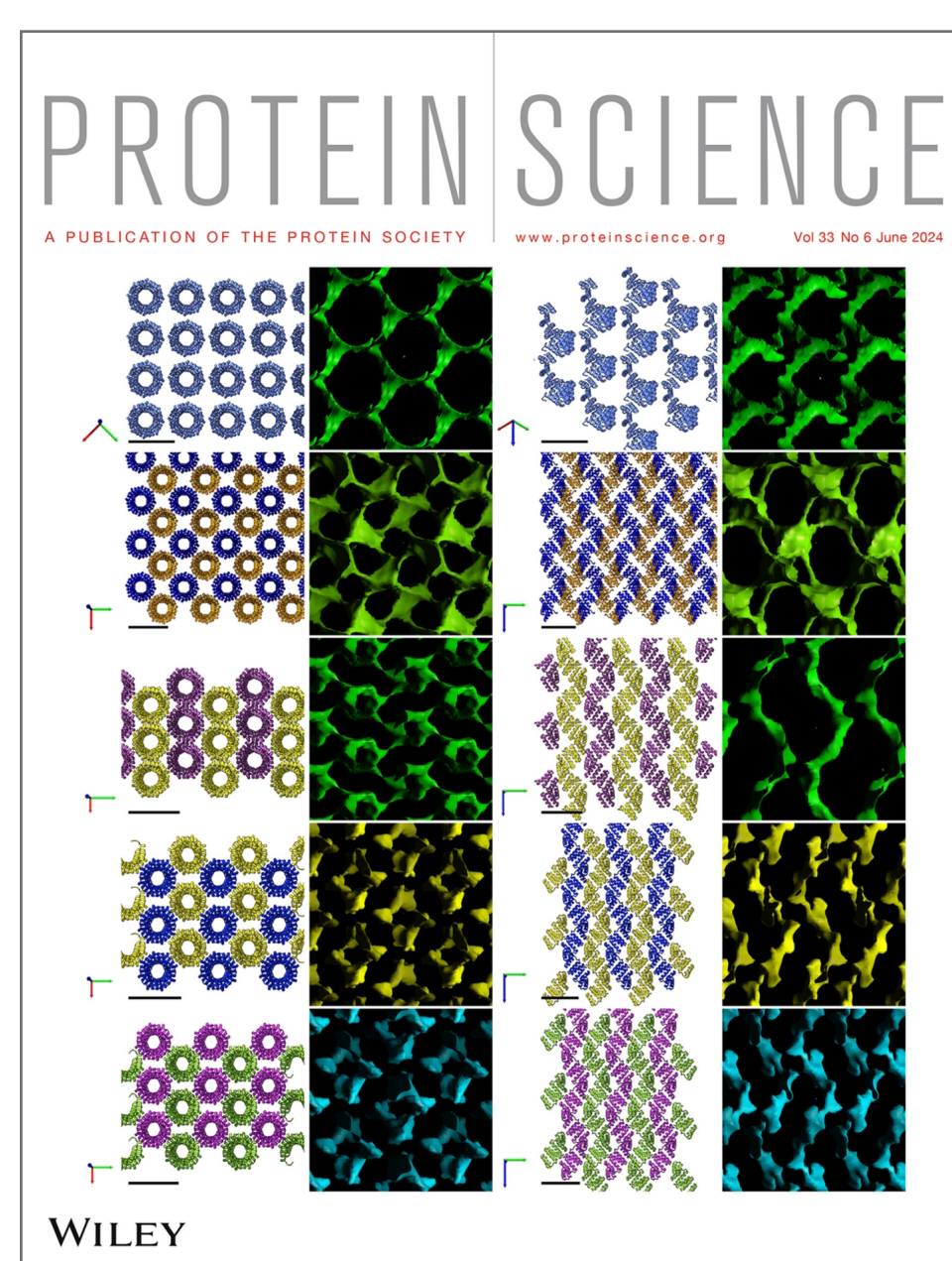
High Impact Factor



### iMeta

Annual unique visitors: **116,274**  
Average monthly unique visitors: **9,661**  
Annual page views: **179,777**  
Average monthly page views: **14,937**  
Total annual full text views: **219,439**  
2023 IF: **23.7**  
2023 JCR ranking: **2/161 Microbiology**

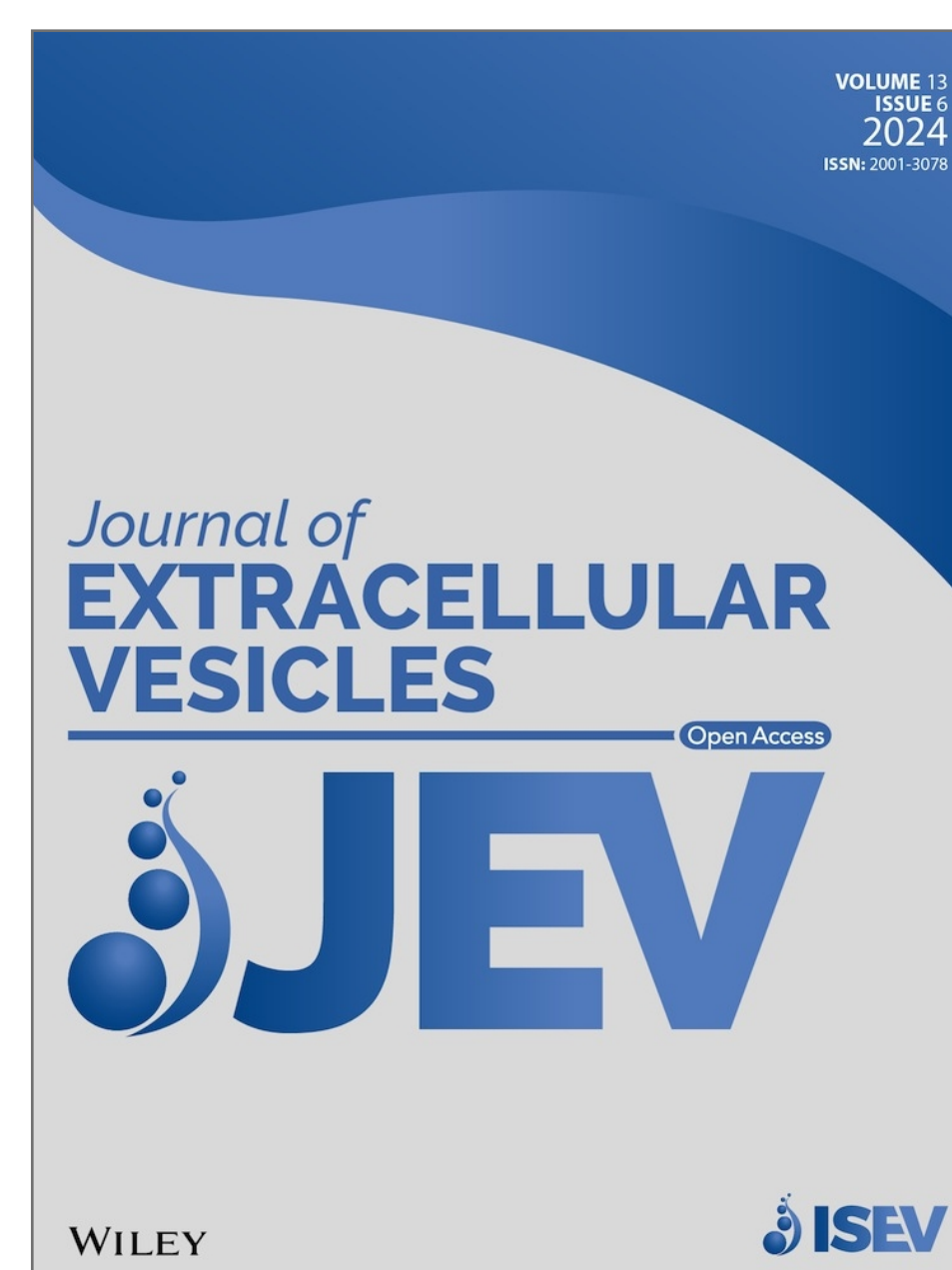
High Reach



### 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



### Journal of Extracellular Vesicles

Annual unique visitors: **162,265**  
Average monthly unique visitors: **13,485**  
Annual page views: **314,995**  
Average monthly page views: **26,173**  
Total annual full text views: **425,758**  
2023 IF: **15.5**  
2023 JCR ranking: **12/205 Cell Biology**

**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 biochemists and industry professionals.**

## Contact us

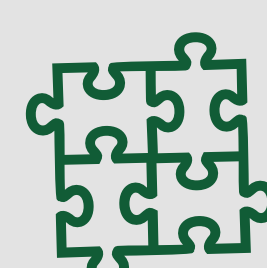
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Leverage the power of Wiley's scientific community and break through the noise of endless information.



**1,900+** Journals



**700+** Global society partners



**277M+** Annual unique visitors on Wiley Online Library

#### References

1. Source: <https://www.mordorintelligence.com/industry-reports/global-lab-automation-in-bioanalysis-market-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.