

# Gastroenterology and Hepatology

Our focus:



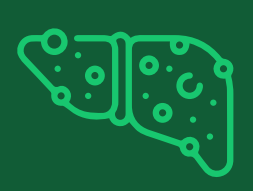
Inflammatory  
ulcerative colitis



Irritable bowel  
syndrome (IBS)



Liver cancer  
& disease



Non-alcoholic fatty  
liver disease



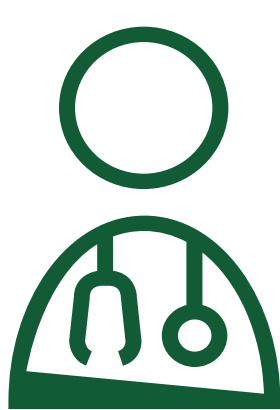
Celiac disease



The gastrointestinal market is projected to grow at a CAGR of 7% from 2018 to 2026.<sup>1</sup>

Unhealthy diets, shifting lifestyle habits, and a growing geriatric population is accelerating research and development in biologics, innovative biosimilars, and cellular therapies to help revolutionize care.<sup>2</sup>

## Solving key challenges for clinicians and pharma: Our value add



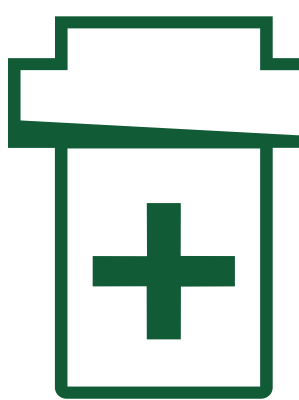
HCPs' needs

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>3</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

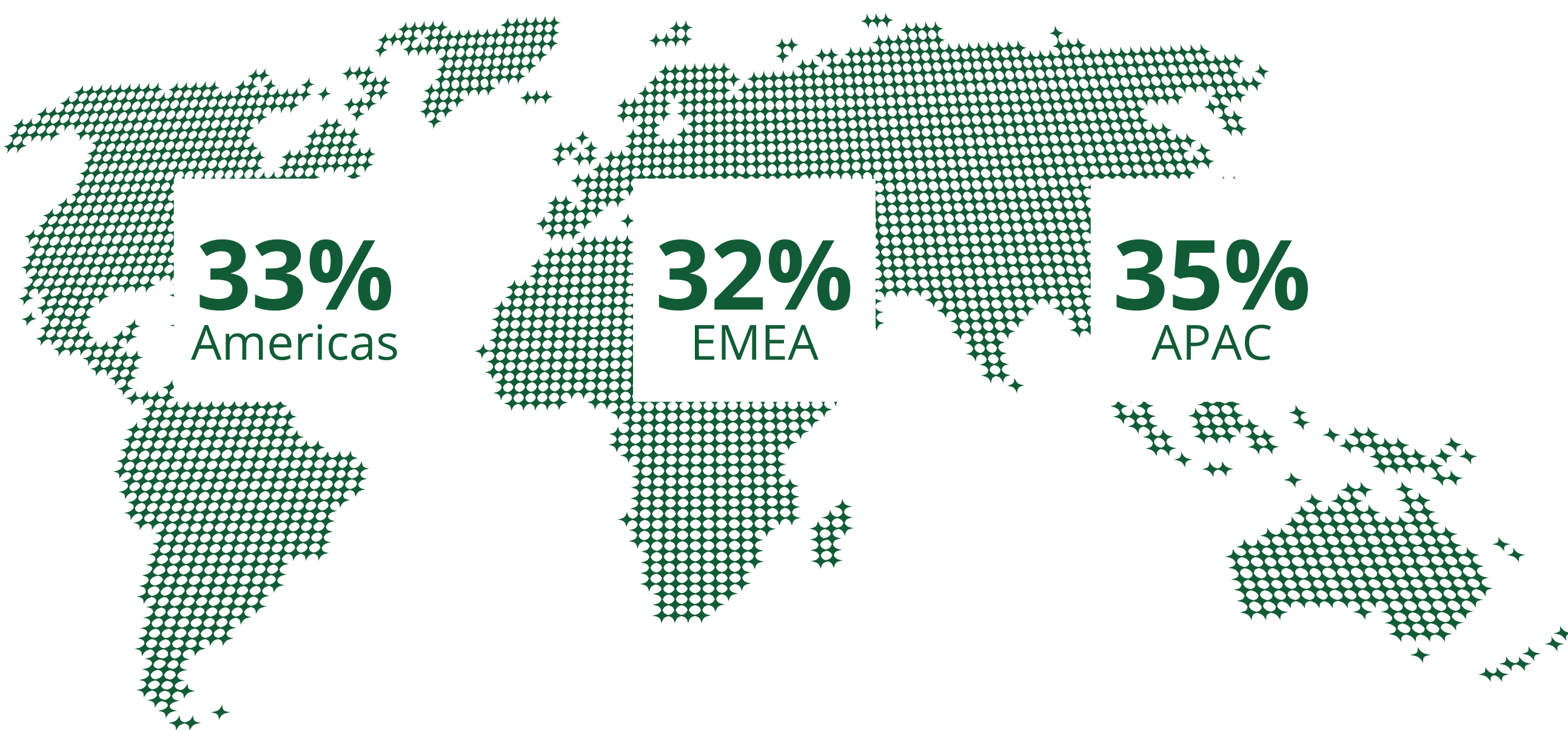
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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

### Our audience<sup>4</sup>

	3,164,832	Annual unique visitors
	262,962	Average monthly unique visitors
	8,723,679	Annual page views
	724,841	Average monthly page views
	5,098,821	Total annual full text views

Audience location



### Our offer

	23	Journals covering gastroenterology and hepatology
	2	Journals ranked in the top 20 of their 2023 JCR category*
	11	Open access JCR journals
	12	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.



IASL

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>3</sup>

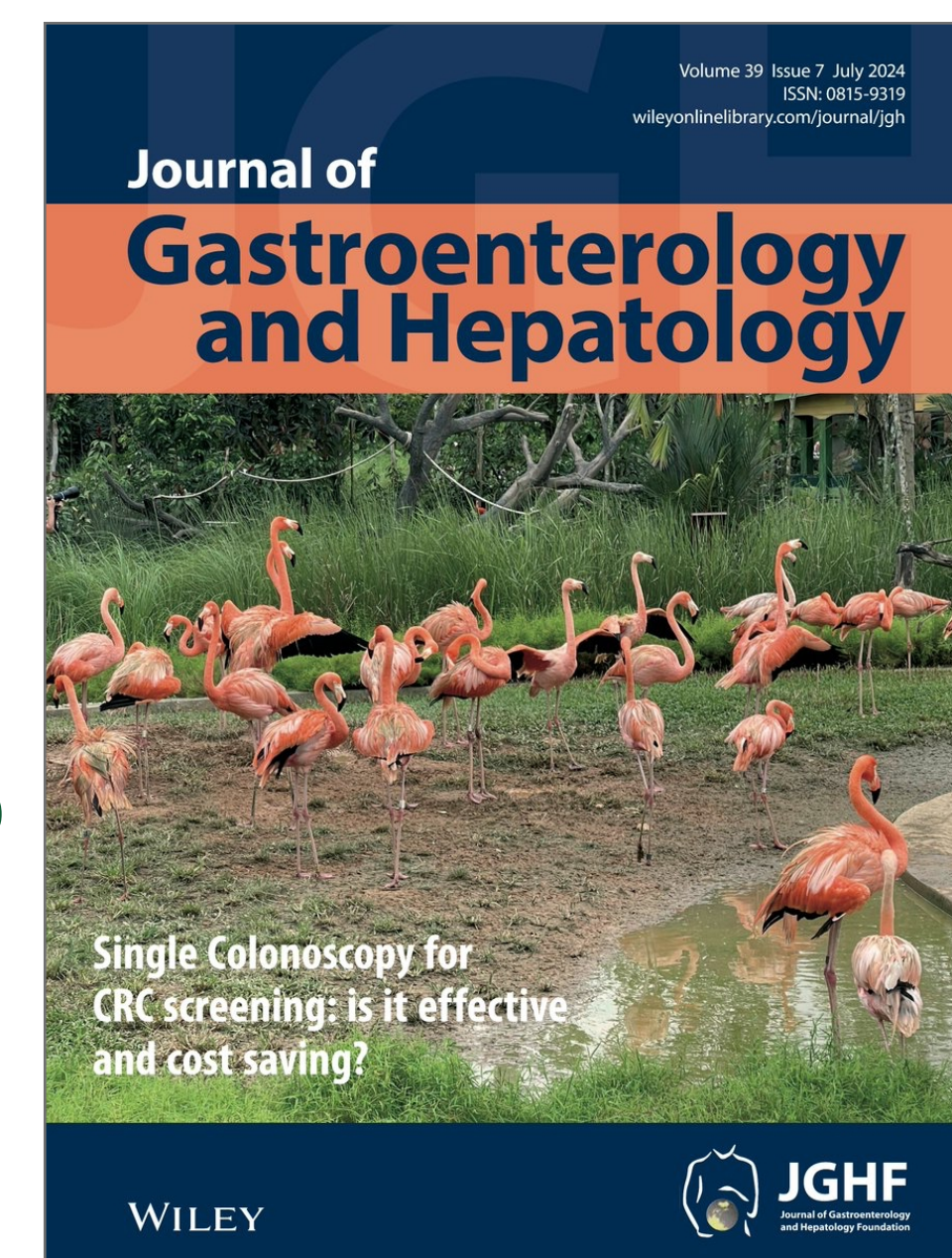
High Impact Factor &amp; reach



### Alimentary Pharmacology & Therapeutics

Annual unique visitors: **930,985**  
 Average monthly unique visitors: **77,354**  
 Annual page views: **1,863,598**  
 Average monthly page views: **154,844**  
 Total annual full text views: **1,449,400**  
 Circulation: **Available on request**  
 2023 IF: **6.6**  
 2023 JCR ranking: **20/354 Pharmacology & Pharmacy**

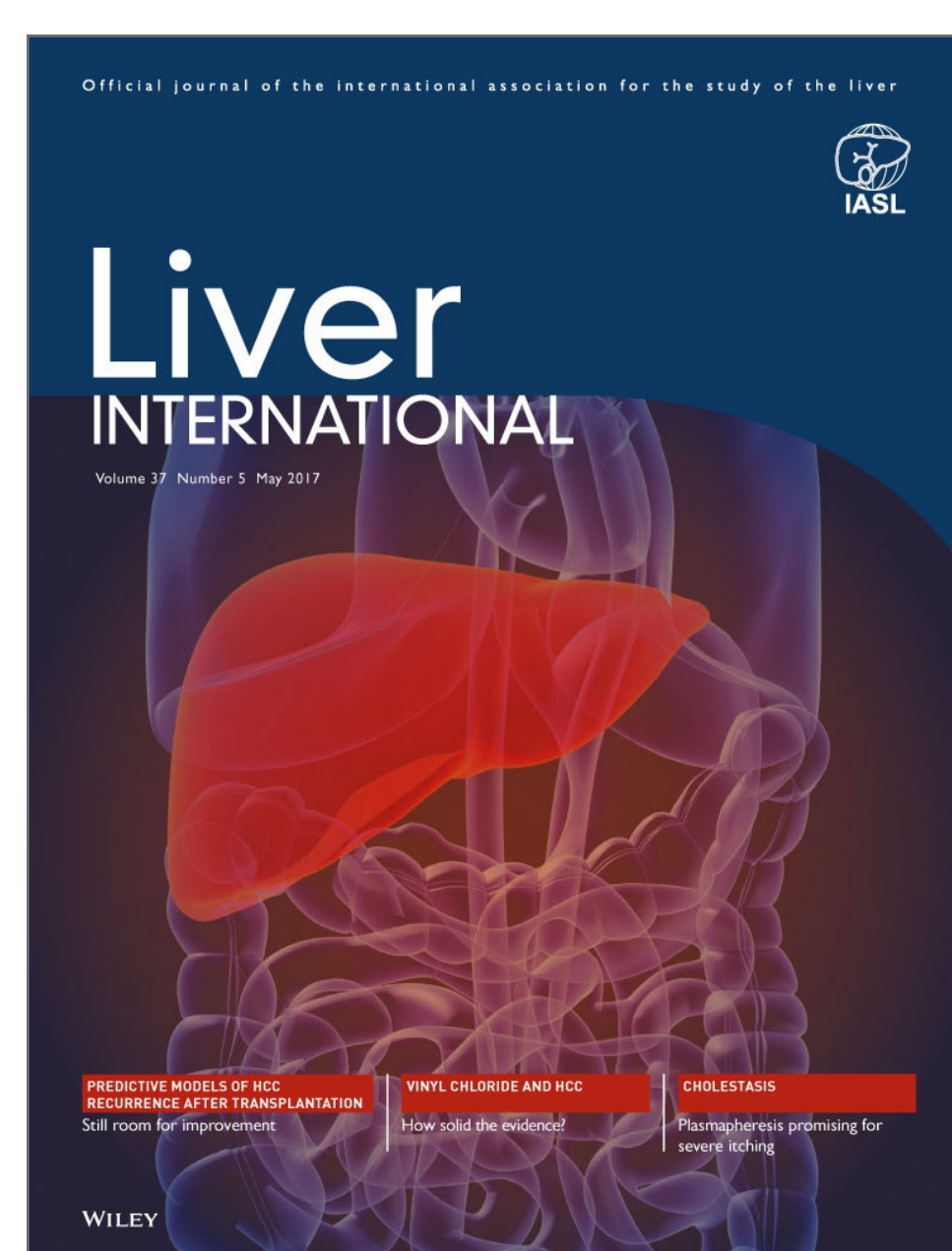
High reach &amp; circulation



### Journal of Gastroenterology and Hepatology

Annual unique visitors: **523,438**  
 Average monthly unique visitors: **43,491**  
 Annual page views: **1,233,482**  
 Average monthly page views: **102,488**  
 Total annual full text views: **614,142**  
 Circulation: **6,453**  
 2023 IF: **3.7**  
 2023 JCR ranking: **40/143 Gastroenterology & Hepatology**

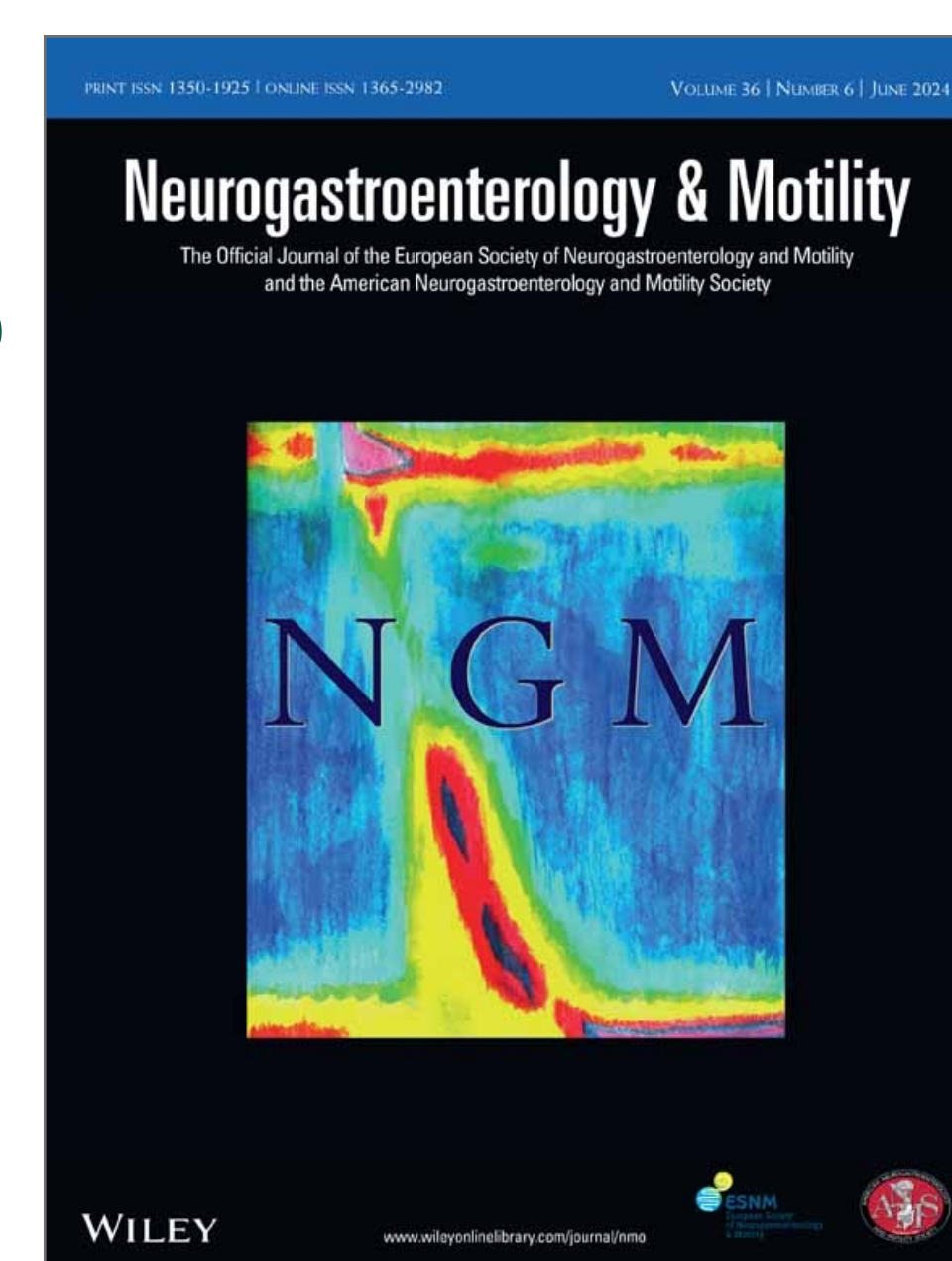
High Impact Factor &amp; reach



### Liver International

Annual unique visitors: **418,775**  
 Average monthly unique visitors: **34,795**  
 Annual page views: **1,046,940**  
 Average monthly page views: **86,989**  
 Total annual full text views: **594,379**  
 Circulation: **Available on request**  
 2023 IF: **6**  
 2023 JCR ranking: **20/143 Gastroenterology & Hepatology**

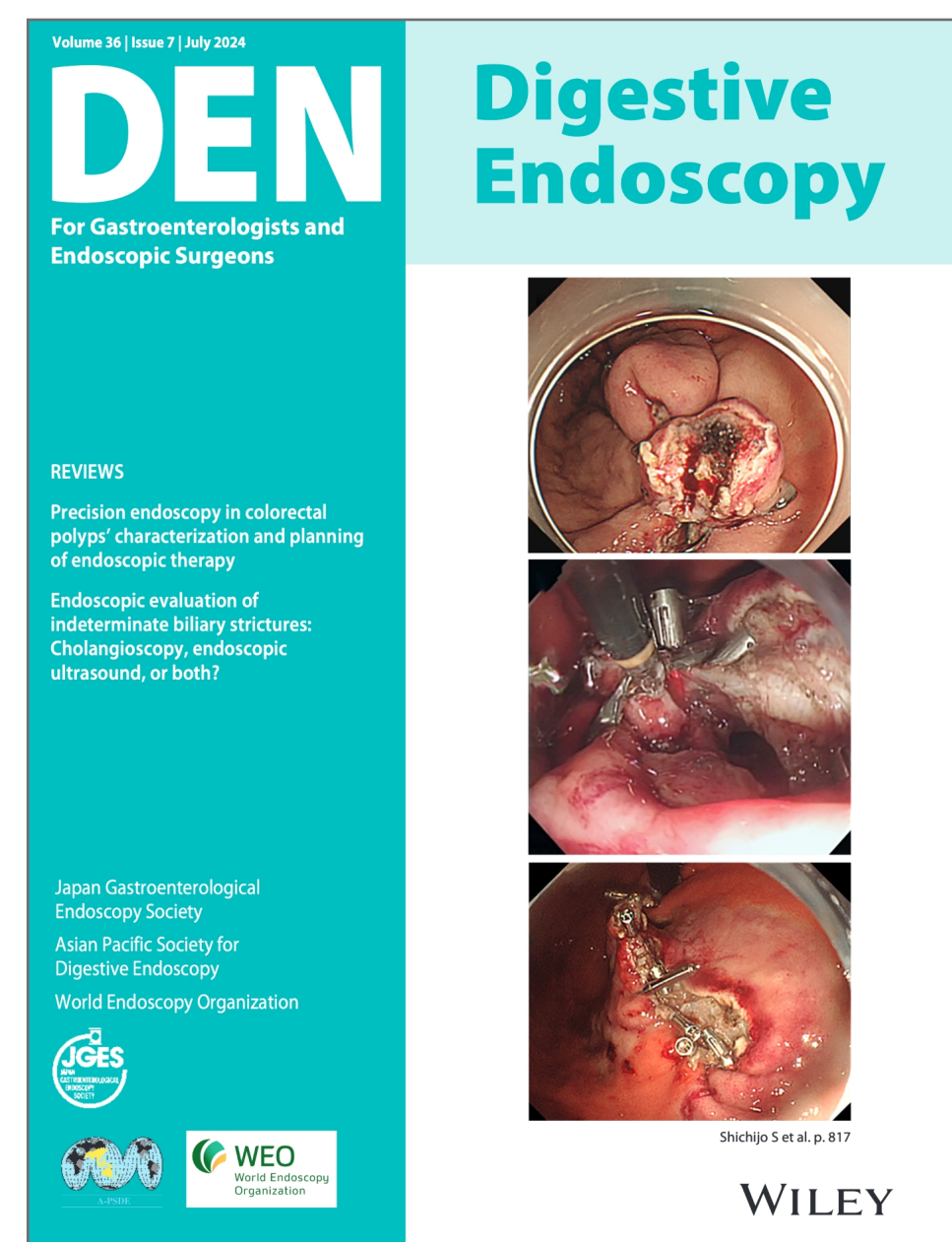
High reach



### Neurogastroenterology & Motility

Annual unique visitors: **323,725**  
 Average monthly unique visitors: **26,897**  
 Annual page views: **795,295**  
 Average monthly page views: **66,080**  
 Total annual full text views: **351,119**  
 Circulation: **Available on request**  
 2023 IF: **3.5**  
 2023 JCR ranking: **43/143 Gastroenterology & Hepatology**

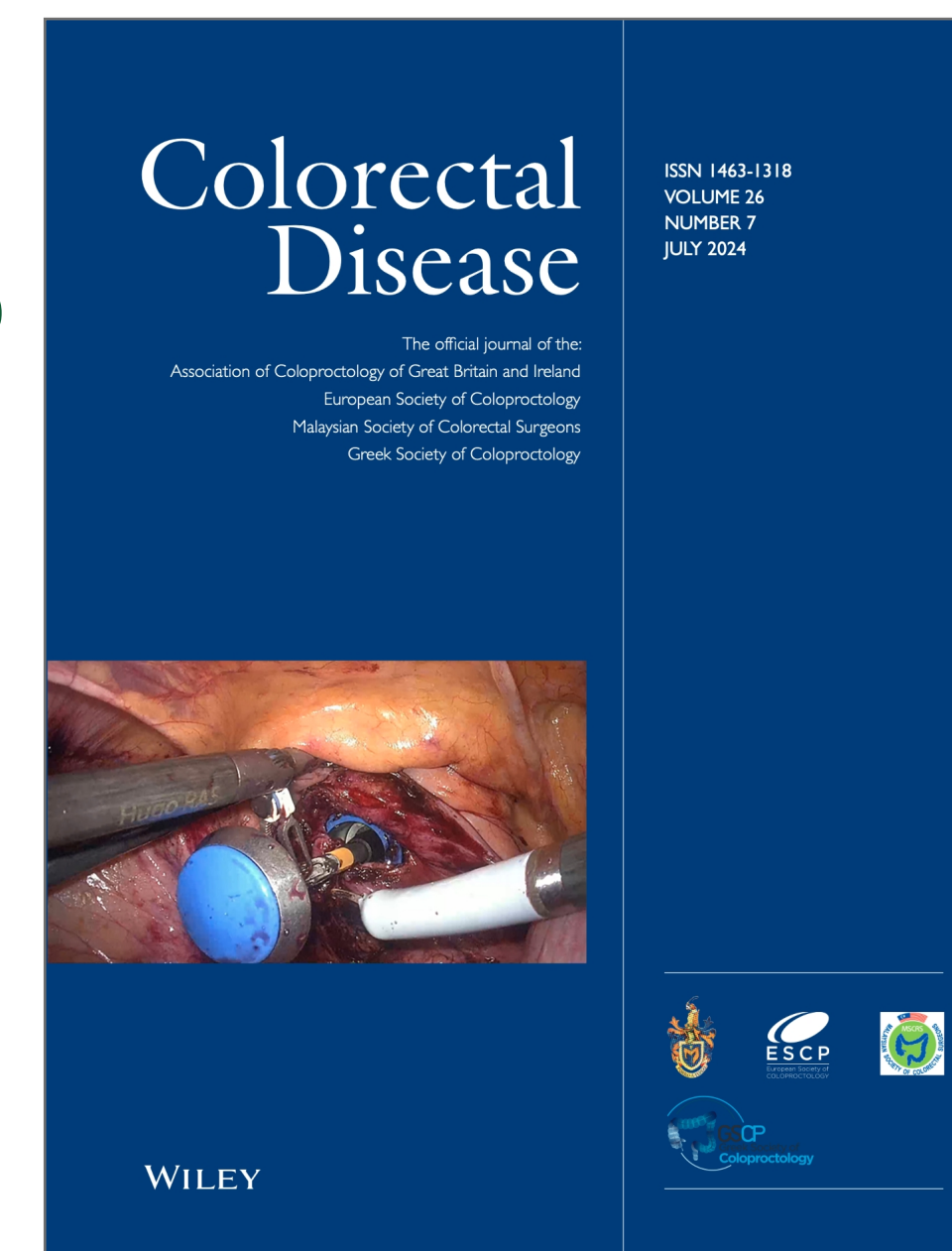
High Impact Factor &amp; circulation



### Digestive Endoscopy

Annual unique visitors: **175,863**  
 Average monthly unique visitors: **14,612**  
 Annual page views: **546,812**  
 Average monthly page views: **45,434**  
 Total annual full text views: **296,903**  
 Circulation: **9,716**  
 2023 IF: **5**  
 2023 JCR ranking: **25/143 Gastroenterology & Hepatology**

High reach



### Colorectal Disease

Annual unique visitors: **306,406**  
 Average monthly unique visitors: **25,458**  
 Annual page views: **799,225**  
 Average monthly page views: **66,406**  
 Total annual full text views: **328,090**  
 Circulation: **Available on request**  
 2023 IF: **2.9**  
 2023 JCR ranking: **49/290 Surgery**

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 gastroenterologists and hepatologists.

### Contact us

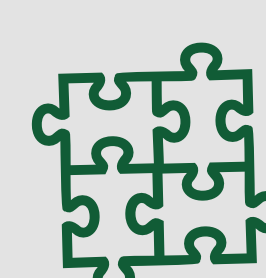
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As the world's leading society publisher of scholarly and academic research, we offer solutions to strengthen your message. From promoting your brand to educating your audience, we have the right tools to meet your objectives.

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. Market Research Future, "Gastrointestinal Market Research Report".
  2. Mordor Intelligence, "Gastrointestinal Drugs Market - Growth, Trends, and Forecast (2021 - 2026)".
  3. Wiley HCP Information Seeking Behavior Survey 2024.
  4. 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.