

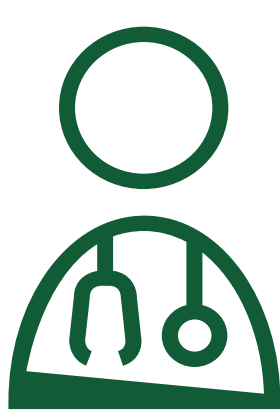
Internal Medicine



The global primary care physicians market was valued at USD 1 trillion in 2022 and is expected to reach USD 1.46 trillion by 2032.¹

Rising prevalence of chronic diseases and increased health consciousness have boosted demand for primary care services and early disease detections, leading to more physician office visits.¹

Solving key challenges for clinicians and pharma: Our value add

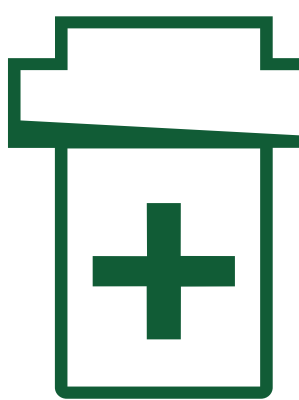


HCPs' needs
Stay up-to-date with the latest clinical practices and advancements

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

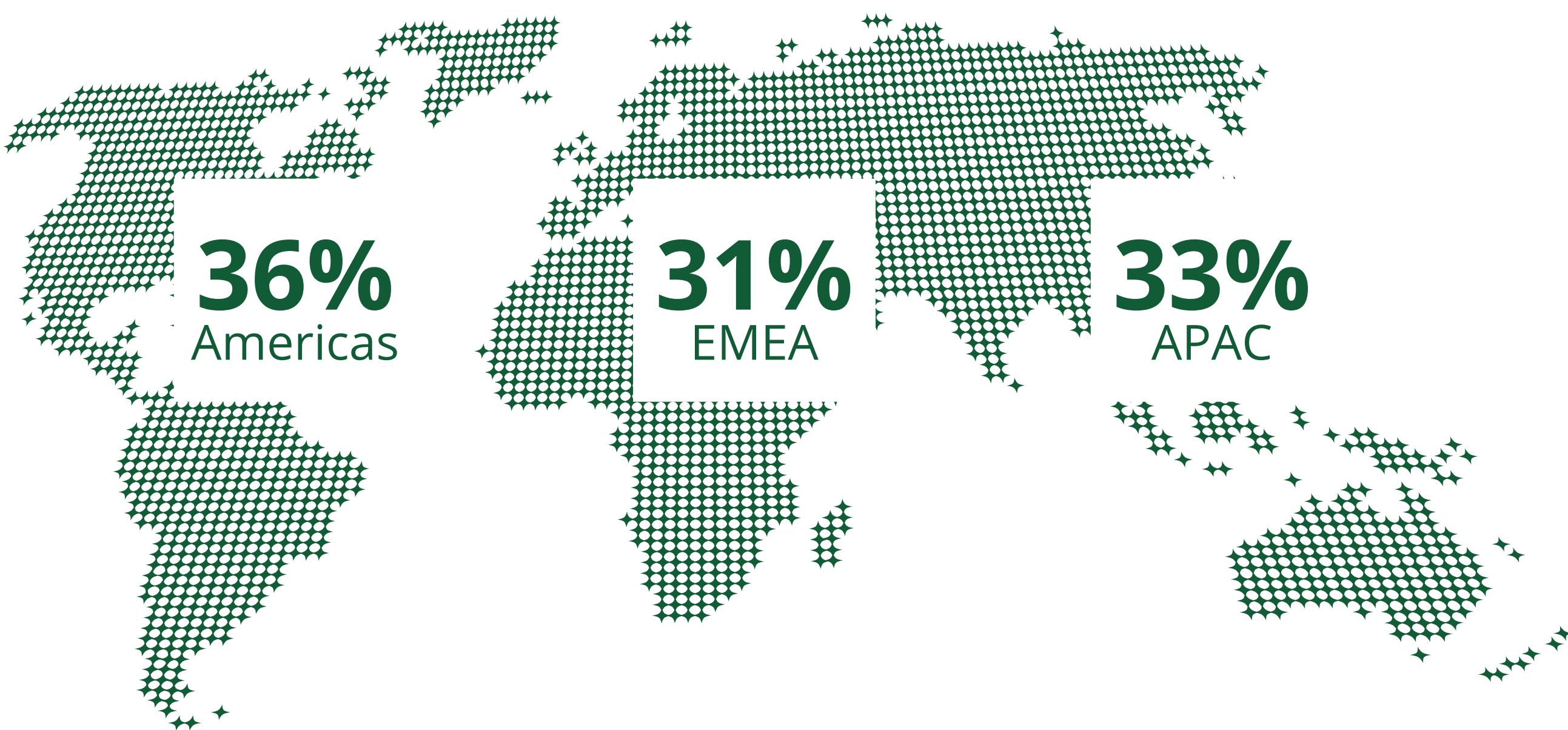
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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

Our audience³

	3,084,396	Annual unique visitors
	256,279	Average monthly unique visitors
	6,934,709	Annual page views
	576,197	Average monthly page views
	3,585,588	Total annual full text views

Audience location



Our offer

	31	Journals covering internal medicine
	3	Journals ranked in the top 20 of their 2023 JCR category*
	4	Open access JCR journals
	22	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.



AAFP



ESCI
EUROPEAN SOCIETY FOR
CLINICAL INVESTIGATION



RACP

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

*Journal of Internal Medicine*

Annual unique visitors: **891,561**
Average monthly unique visitors: **74,078**
Annual page views: **1,586,272**
Average monthly page views: **131,801**
Total annual full text views: **1,306,074**
Circulation: **Available on request**
2023 IF: **9**
2023 JCR ranking: **16/325 Medicine, General & Internal**

High reach

*Internal Medicine Journal*

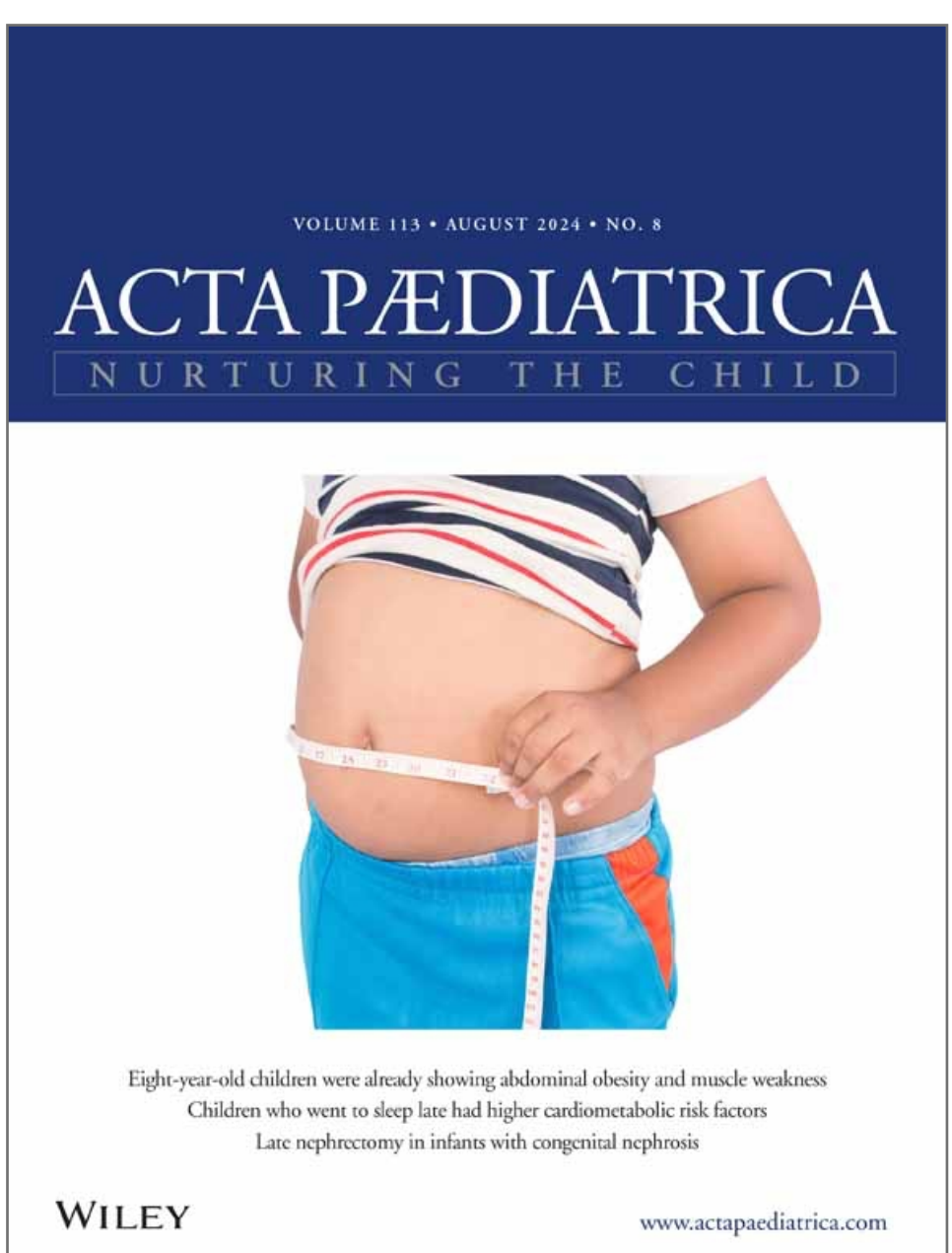
Annual unique visitors: **473,034**
Average monthly unique visitors: **39,303**
Annual page views: **1,018,431**
Average monthly page views: **84,620**
Total annual full text views: **539,663**
Circulation: **Available on request**
2023 IF: **1.8**
2023 JCR ranking: **109/325 Medicine, General & Internal**

High Impact Factor & reach

*Medical Journal of Australia*

Annual unique visitors: **655,473**
Average monthly unique visitors: **54,462**
Annual page views: **1,586,272**
Average monthly page views: **130,123**
Total annual full text views: **646,177**
Circulation: **Available on request**
2023 IF: **6.7**
2023 JCR ranking: **25/325 Medicine, General & Internal**

High reach

*Acta Paediatrica*

Annual unique visitors: **835,775**
Average monthly unique visitors: **69,443**
Annual page views: **1,800,809**
Average monthly page views: **149,627**
Total annual full text views: **786,020**
Circulation: **Available on request**
2023 IF: **2.4**
2023 JCR ranking: **46/186 Pediatrics**

High Impact Factor & reach

*Journal of Hospital Medicine*

Annual unique visitors: **891,561**
Average monthly unique visitors: **74,078**
Annual page views: **1,586,272**
Average monthly page views: **131,801**
Total annual full text views: **1,306,074**
Circulation: **Available on request**
2023 IF: **4.4**
2023 JCR ranking: **57/189 Medicine, Research & Experimental**

High reach

*International Journal of Clinical Practice*

Annual unique visitors: **421,512**
Average monthly unique visitors: **35,023**
Annual page views: **758,259**
Average monthly page views: **63,003**
Total annual full text views: **307,590**
Circulation: **Available on request**
2023 IF: **2.2**
2023 JCR ranking: **92/325 Medicine, General & Internal**

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

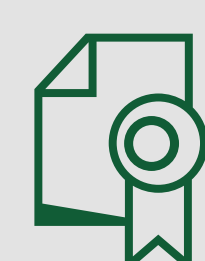
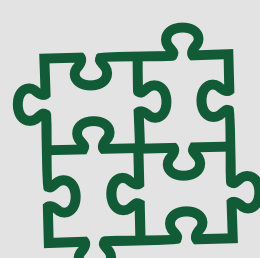
Advertise with us to gain brand awareness and credibility in an environment trusted by doctors of internal medicine.

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

- <https://www.precedenceresearch.com/primary-care-physicians-market>
- 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.