

Microbiology & Virology

Our focus:



Emerging & Re-emerging Infectious Diseases



Vaccine Development



HIV



Antimicrobial Resistance



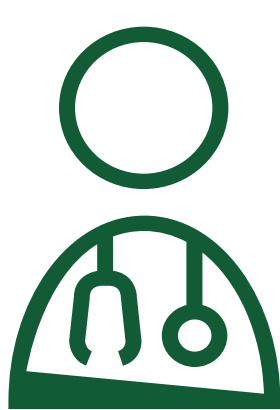
Biotechnology & Applied Microbiology



The microbiology and virology market is projected to gain revenue of approximately USD 20.1 billion by 2028.¹

Technological advancements in disease diagnostics and increased funding and public-private investments are stimulating growth. Additionally, the rising incidence of infectious diseases and growing outbreaks of epidemics are key drivers.²

Solving key challenges for clinicians and pharma: Our value add



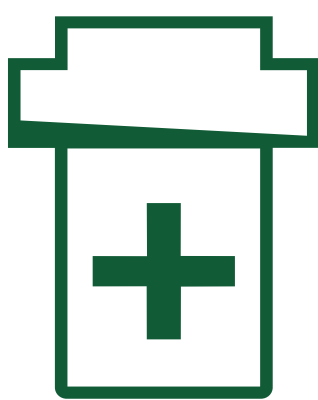
HCPs' needs

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 content³



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 audience⁴



1,909,114

Annual unique visitors



158,626

Average monthly unique visitors



5,186,938

Annual page views



430,977

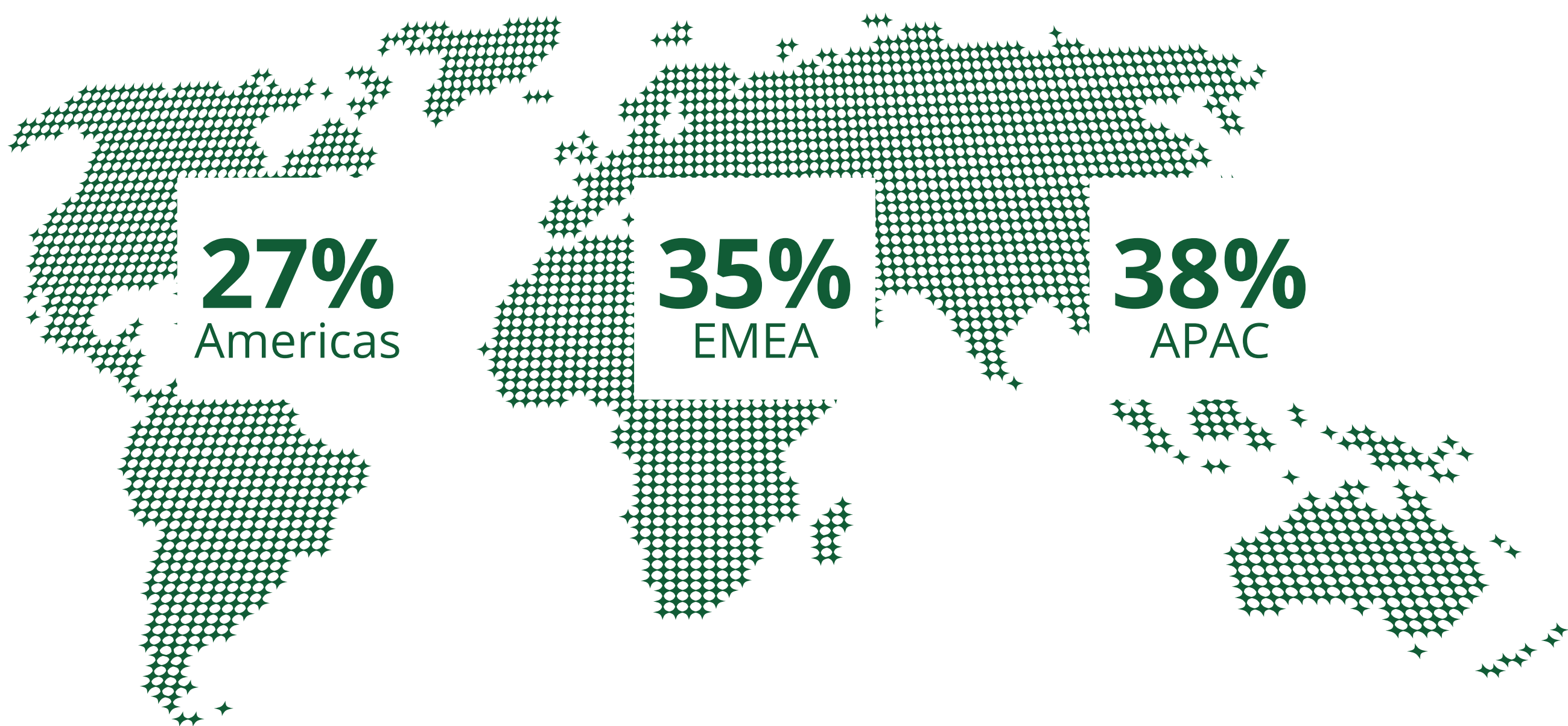
Average monthly page views



3,228,755

Total annual full text views

Audience location



Our offer



19

Journals covering microbiology & virology



1

Journal ranked in the top 10 of its 2023 JCR category*



10

Open access JCR journal

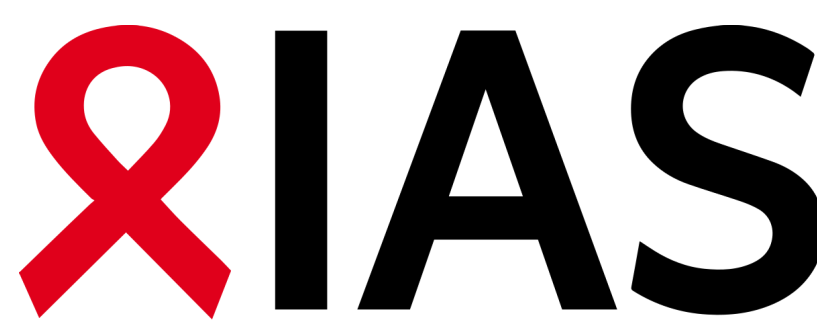


10

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.



INSTITUTE OF MICROBIOLOGY
CHINESE ACADEMY OF SCIENCES

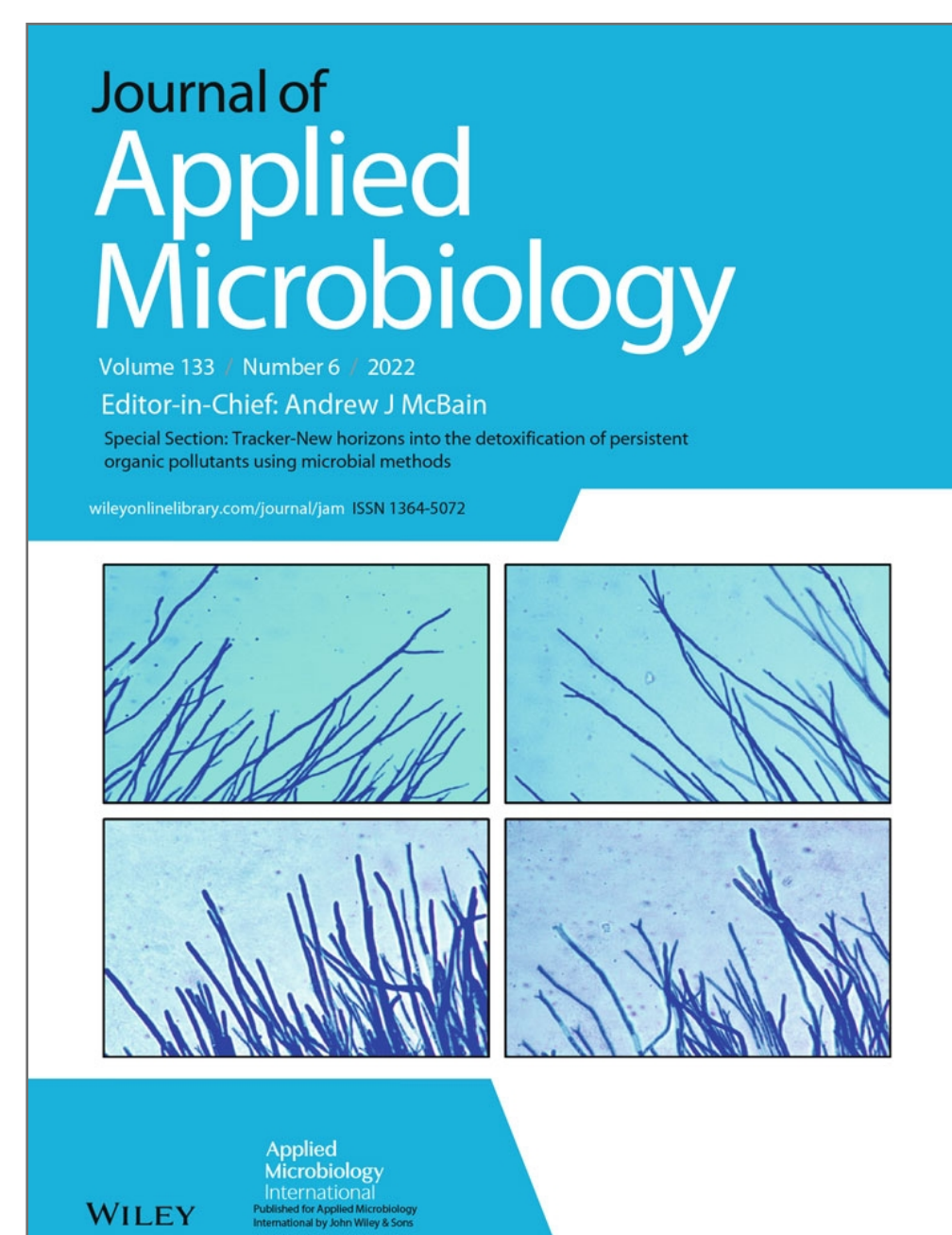
Contact your sales representative for a complete overview.

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.³

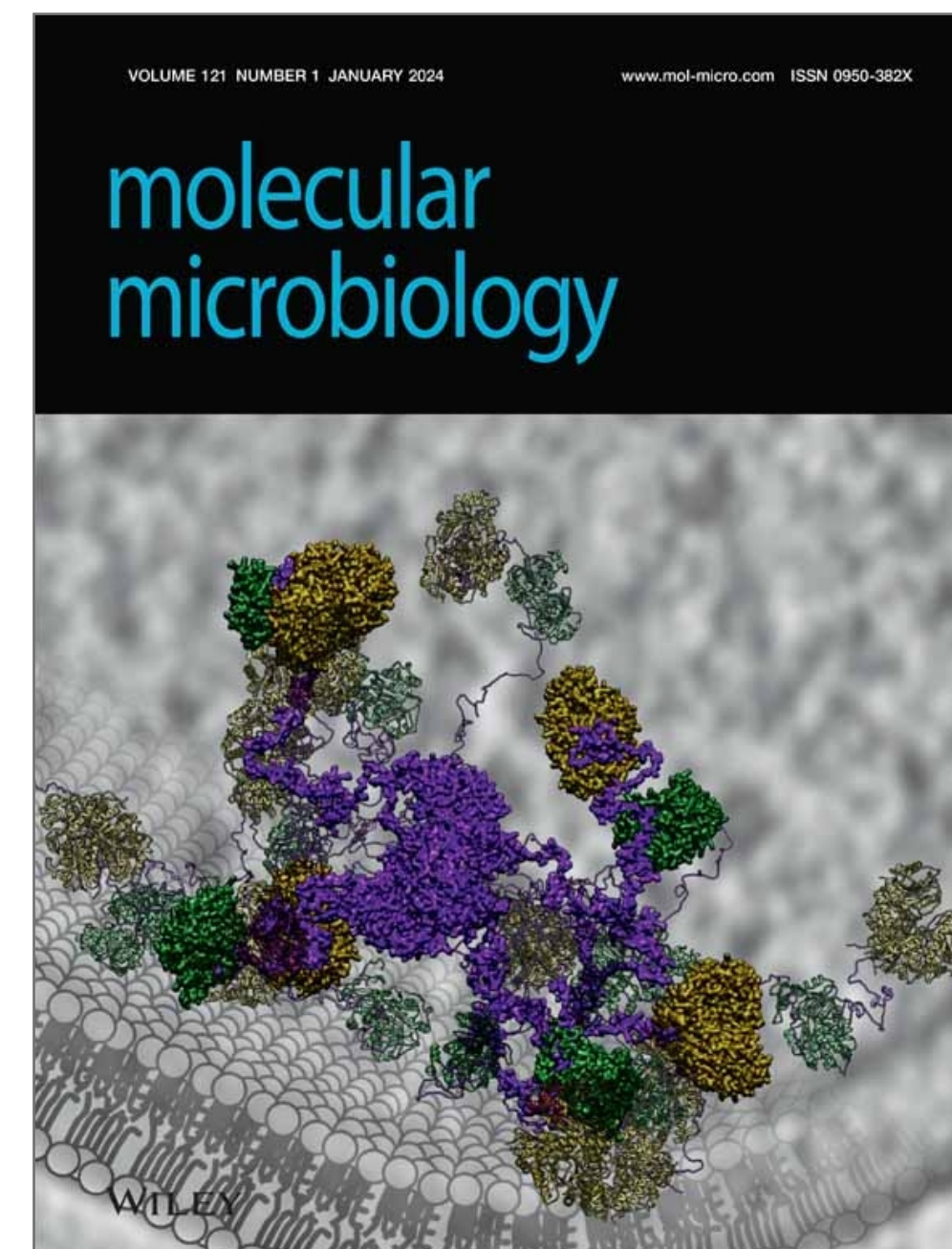
High Impact Factor & reach



Journal of Applied Microbiology

Annual unique visitors: **330,034**
 Average monthly unique visitors: **27,422**
 Annual page views: **680,541**
 Average monthly page views: **56,545**
 Total annual full text views: **329,675**
 Circulation: **Available on request**
 2023 IF: **4.8**
 2023 JCR ranking: **34/161 Microbiology**

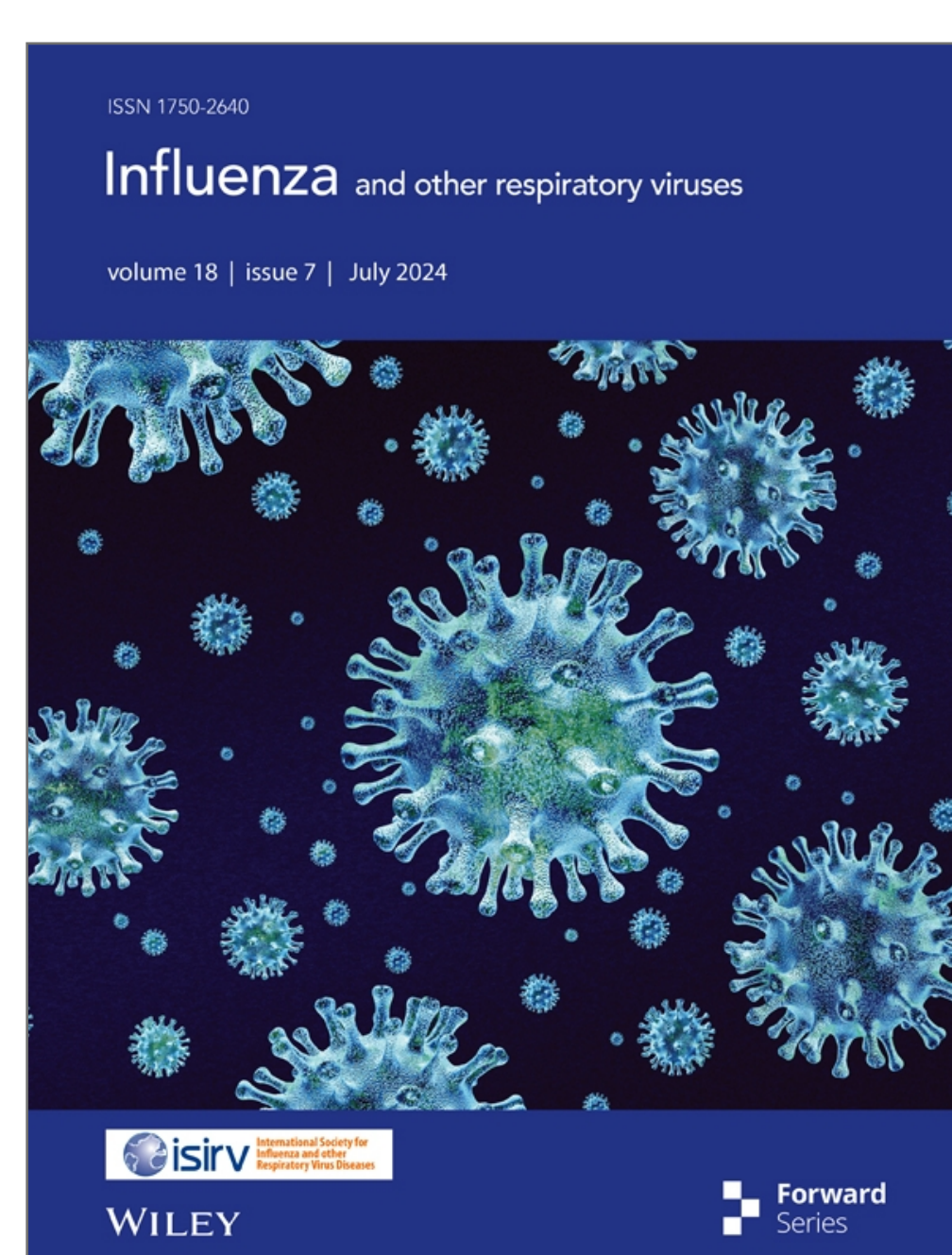
High Impact Factor & reach



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**
 Circulation: **Available on request**
 2023 IF: **3.2**
 2023 JCR ranking: **77/161 Microbiology**

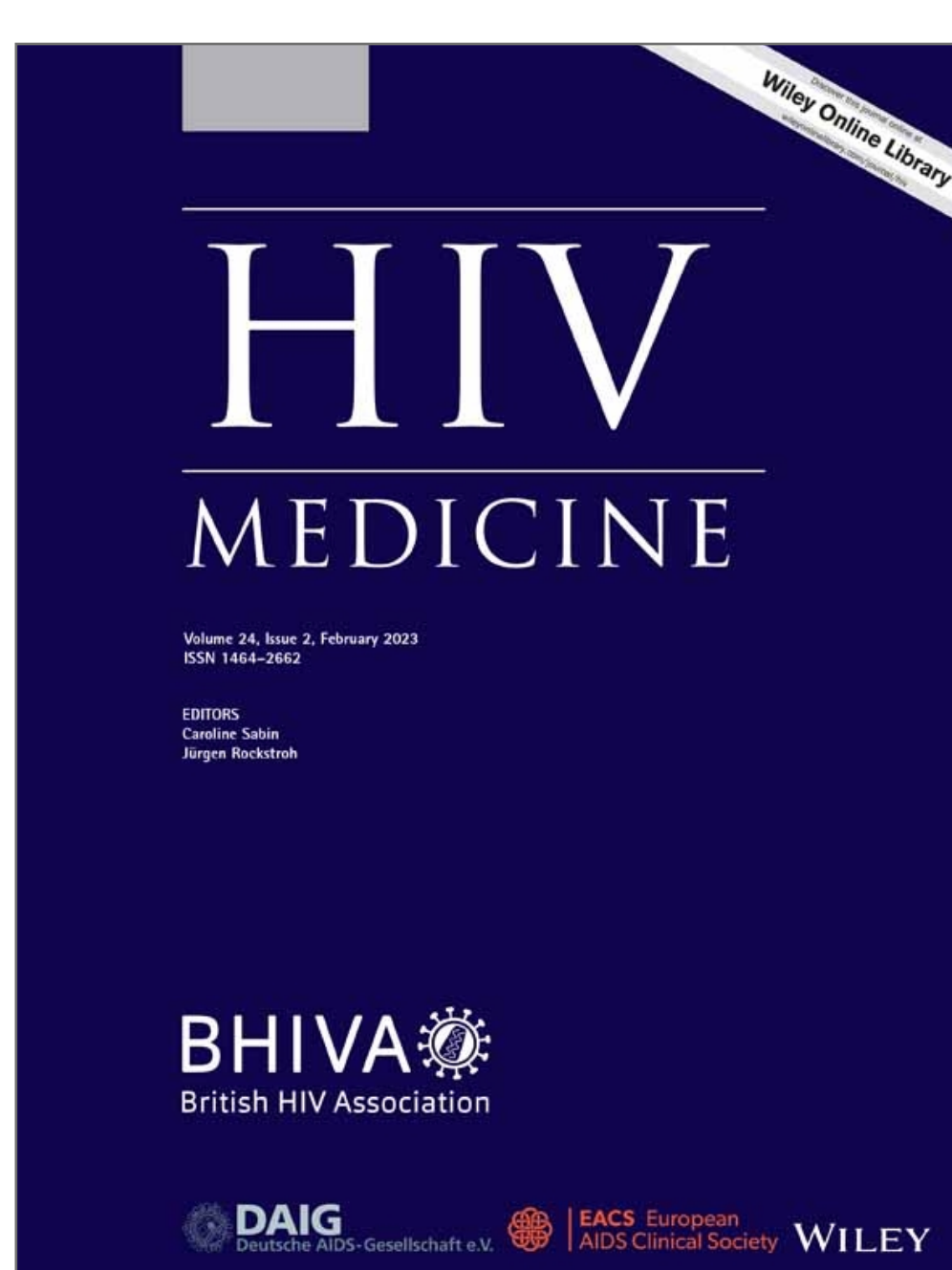
High Impact Factor



Influenza and Other Respiratory Viruses

Annual unique visitors: **107,152**
 Average monthly unique visitors: **8,903**
 Annual page views: **267,702**
 Average monthly page views: **22,243**
 Total annual full text views: **210,895**
 Circulation: **Available on request**
 2023 IF: **4.3**
 2023 JCR ranking: **11/41 Virology**

High reach



HIV Medicine

Annual unique visitors: **130,759**
 Average monthly unique visitors: **10,865**
 Annual page views: **310,237**
 Average monthly page views: **25,777**
 Total annual full text views: **209,849**
 Circulation: **Available on request**
 2023 IF: **2.6**
 2023 JCR ranking: **64/132 Infectious diseases**

High Impact Factor & reach



Journal of the International AIDS Society

Annual unique visitors: **175,411**
 Average monthly unique visitors: **14,575**
 Annual page views: **464,096**
 Average monthly page views: **38,561**
 Total annual full text views: **346,493**
 Circulation: **Available on request**
 2023 IF: **3.9**
 2023 JCR ranking: **56/161 Microbiology**

High reach



Journal of Medical Virology

Annual unique visitors: **650,857**
 Average monthly unique visitors: **54,079**
 Annual page views: **1,813,256**
 Average monthly page views: **150,662**
 Total annual full text views: **740,995**
 Circulation: **Available on request**
 2023 IF: **2.6**
 2023 JCR ranking: **204/313 Biochemistry & Molecular 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 microbiologists and virologists.

Contact us

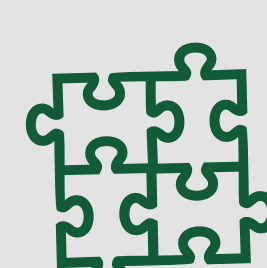
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1,900+ Journals



700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

1. Zion Market Research, "Clinical Microbiology Market Size, Share, Analysis, Demand, Forecasts by 2028," www.zionmarketresearch.com
 2. <https://www.acumenresearchandconsulting.com/clinical-microbiology-market>
 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.