

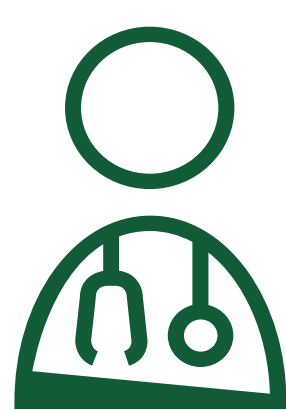
Nursing



Approximately 29 million men and women make up the global nursing and midwifery workforce.¹

The global healthcare landscape is currently facing a critical shortage of health workers, with nurses and midwives at the forefront of this deficit. This scarcity is driven by a demographic shift towards an aging population, which intensifies the need for skilled nursing care in primary healthcare settings.¹

Solving key challenges for clinicians and pharma: Our value add

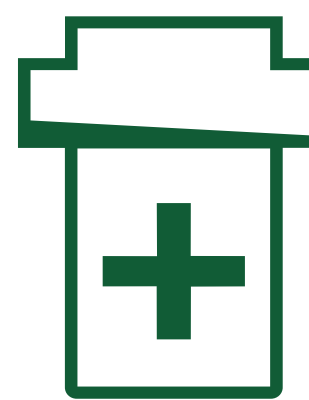


HCPs' needs
Stay up-to-date with the latest clinical practices and advancements

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

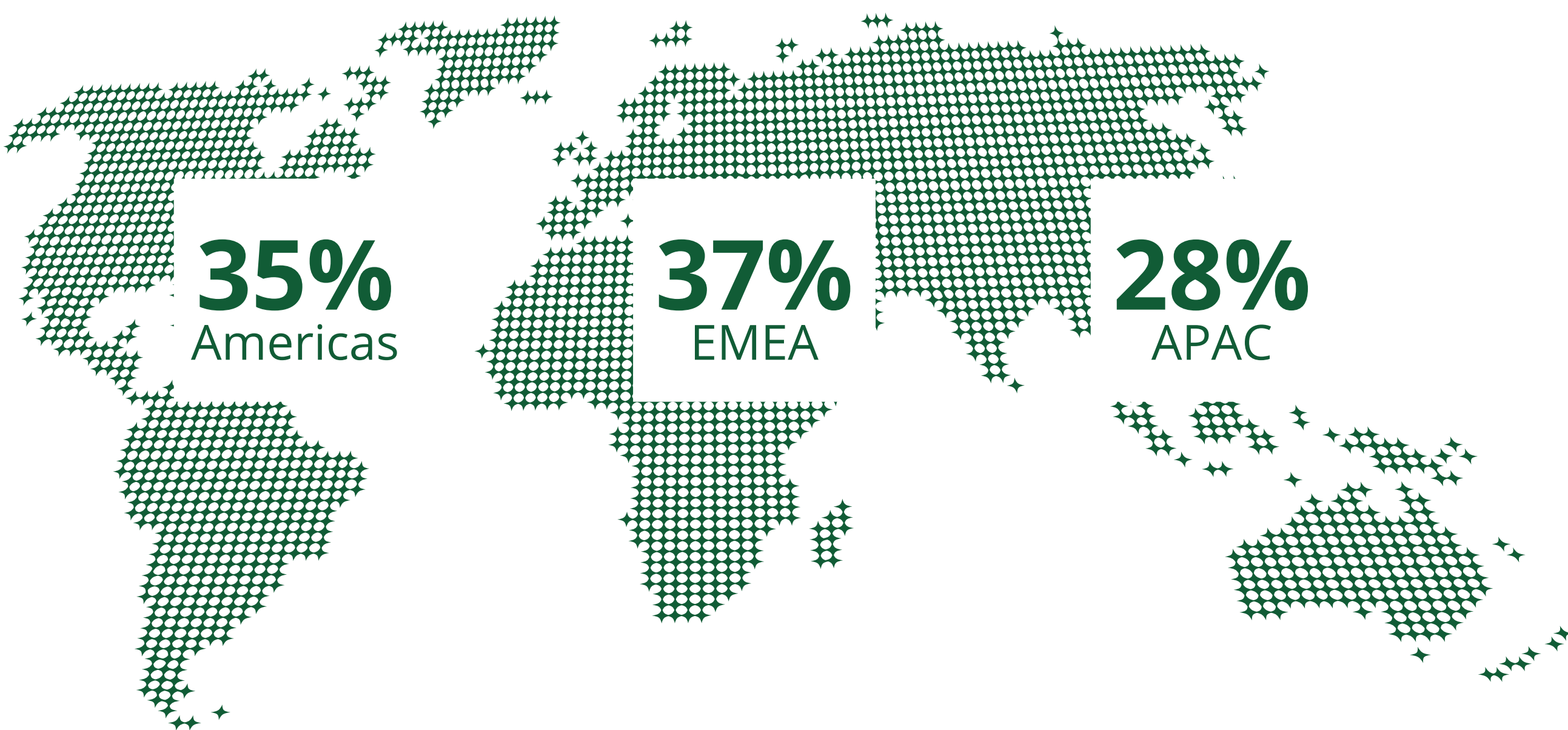
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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

Our audience³

	11,218,647	Annual unique visitors
	932,145	Average monthly unique visitors
	39,497,258	Annual page views
	3,281,786	Average monthly page views
	18,861,481	Total annual full text views

Audience location



Our offer

	32	Journals covering nursing
	8	Journals ranked in the top 10 of their 2023 JCR category*
	7	Open access JCR journals
	13	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.

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

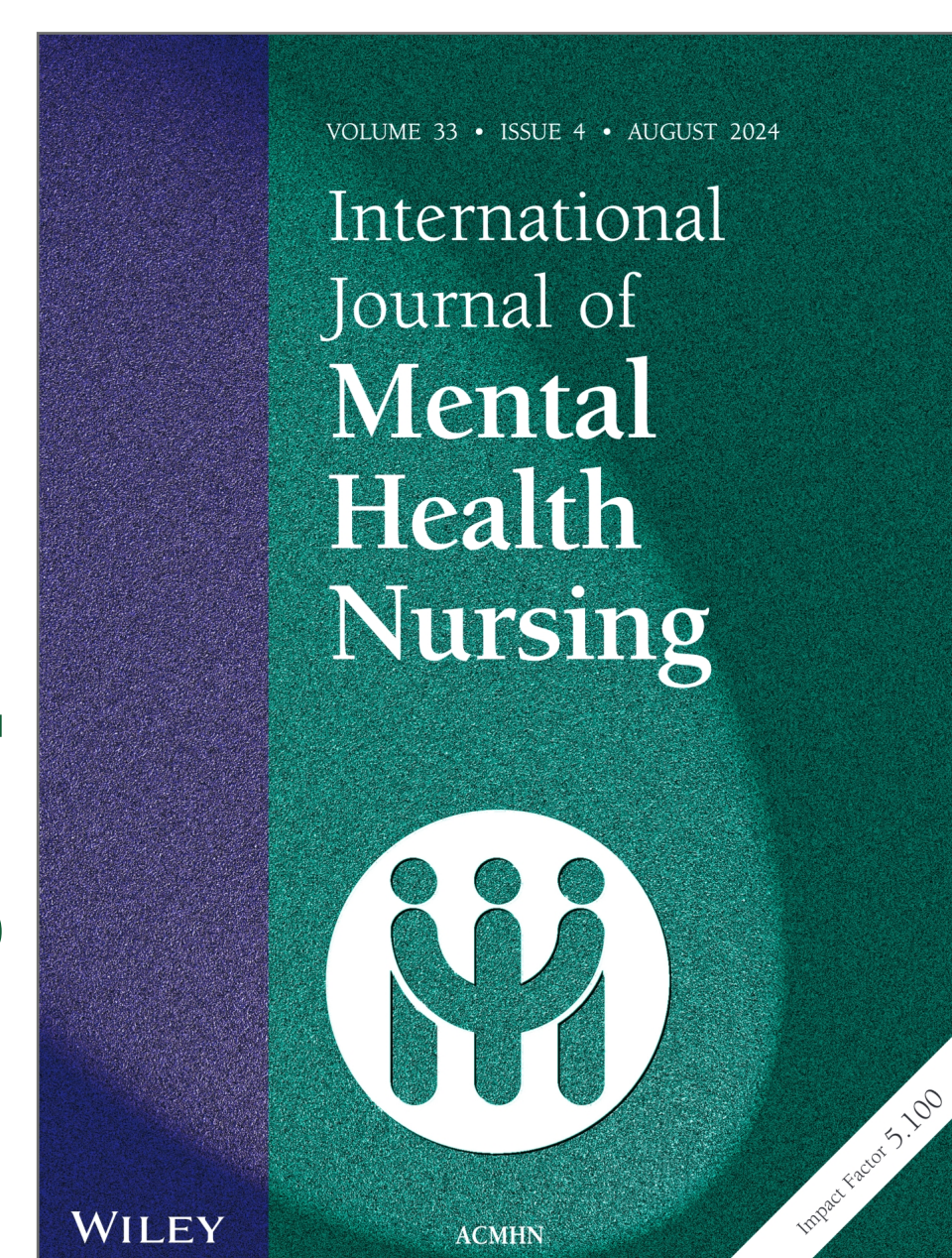
High Impact Factor & reach

*Journal of Advanced Nursing*

Annual unique visitors: **2,181,609**
Average monthly unique visitors: **181,267**
Annual page views: **275,407**
Average monthly page views: **498,420**
Total annual full text views: **2,658,537**
Circulation: **Available on request**
2023 IF: **3.8**

2023 JCR ranking:
6/191 Nursing

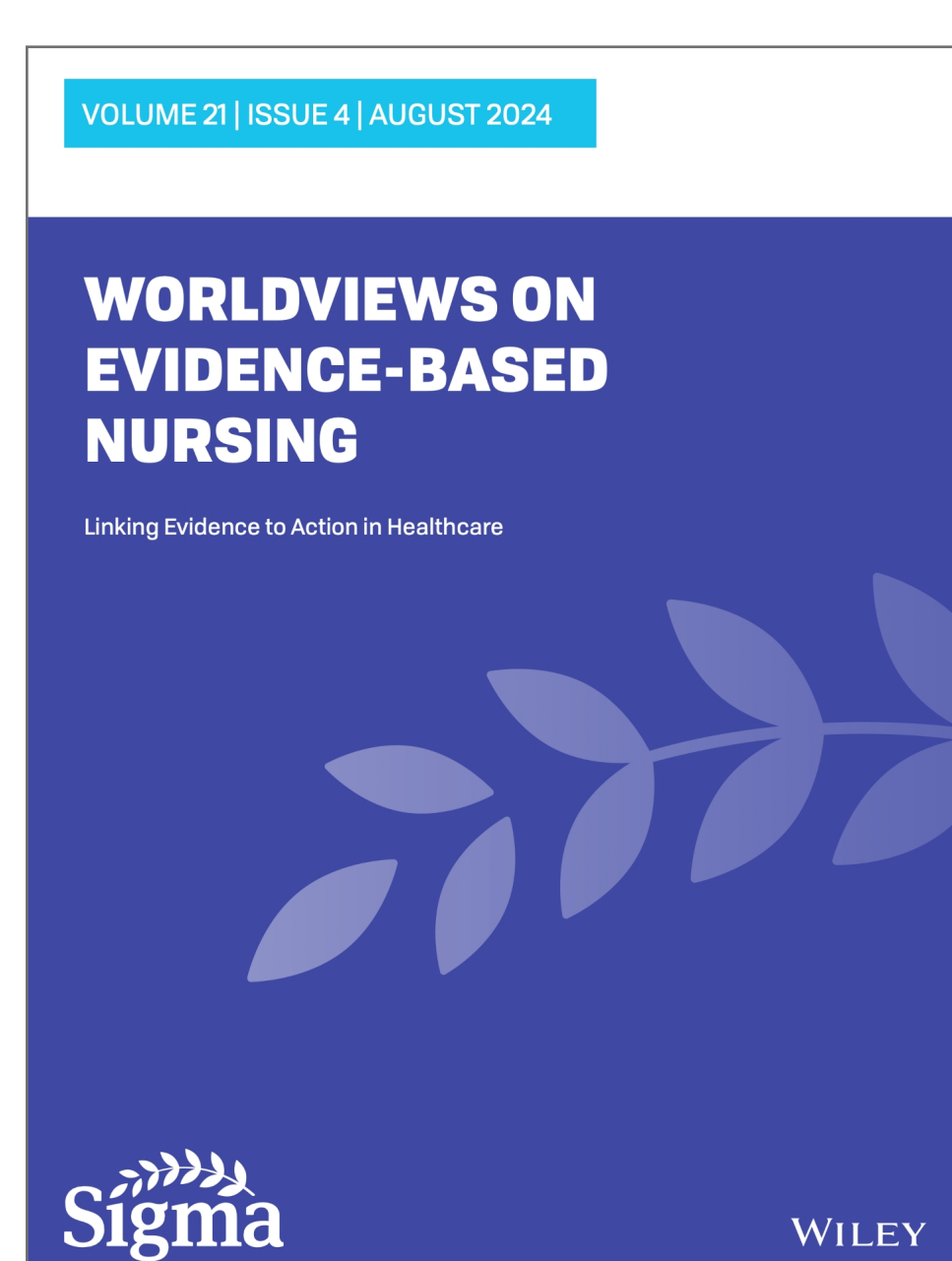
High Impact Factor & reach

*International Journal of Mental Health Nursing*

Annual unique visitors: **479,044**
Average monthly unique visitors: **39,803**
Annual page views: **60,313**
Average monthly page views: **117,397**
Total annual full text views: **690,012**
Circulation: **Available on request**
2023 IF: **3.6**

2023 JCR ranking:
66/276 Psychiatry

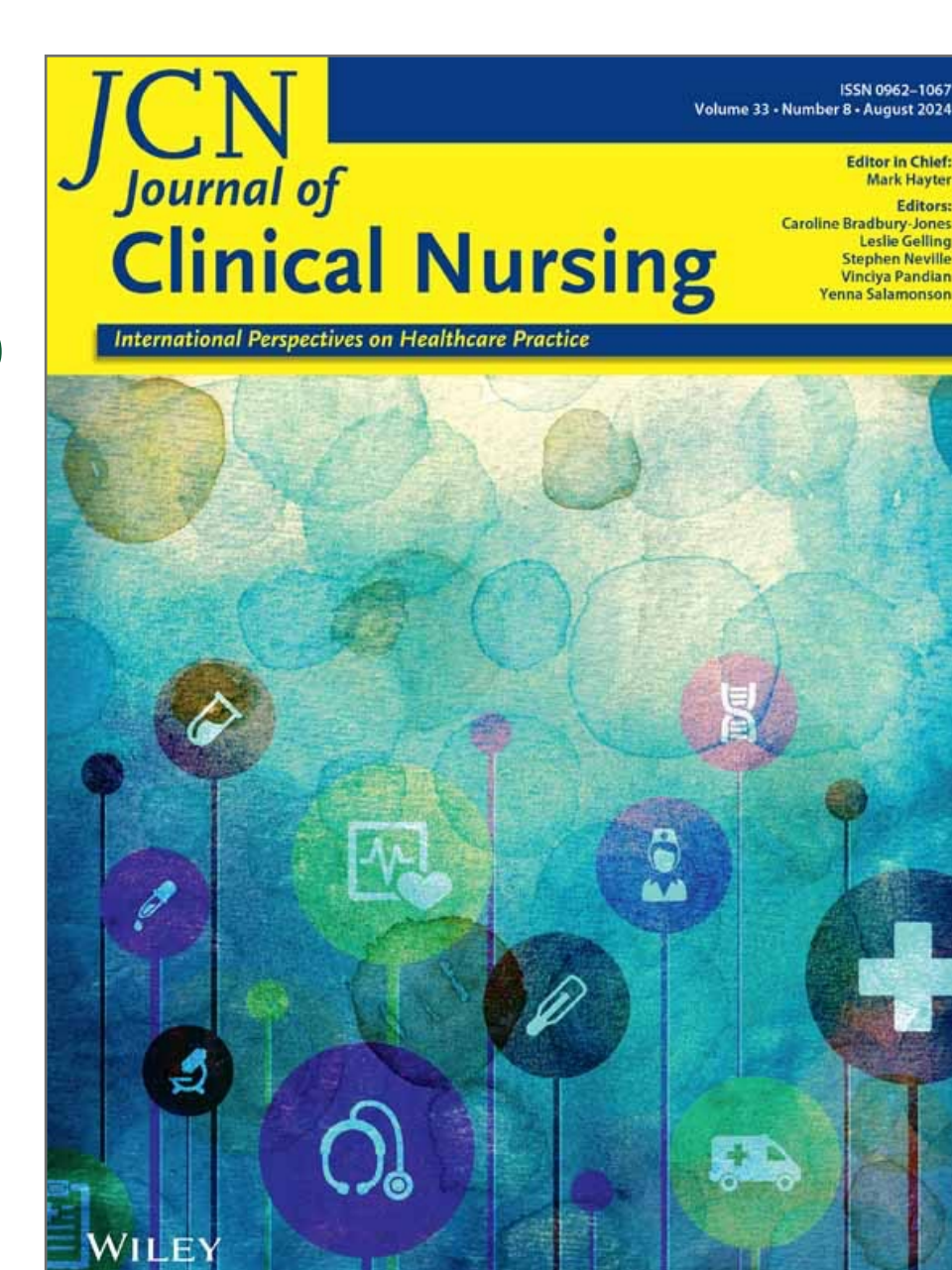
High Impact Factor & reach

*Worldviews on Evidence-based Nursing*

Annual unique visitors: **346,161**
Average monthly unique visitors: **28,762**
Annual page views: **40,274**
Average monthly page views: **77,152**
Total annual full text views: **412,659**
Circulation: **Available on request**
2023 IF: **3.4**

2023 JCR ranking:
11/191 Nursing

High reach

*Journal of Clinical Nursing*

Annual unique visitors: **1,832,709**
Average monthly unique visitors: **152,277**
Annual page views: **245,134**
Average monthly page views: **460,004**
Total annual full text views: **2,553,189**
Circulation: **Available on request**
2023 IF: **3.2**

2023 JCR ranking:
14/191 Nursing

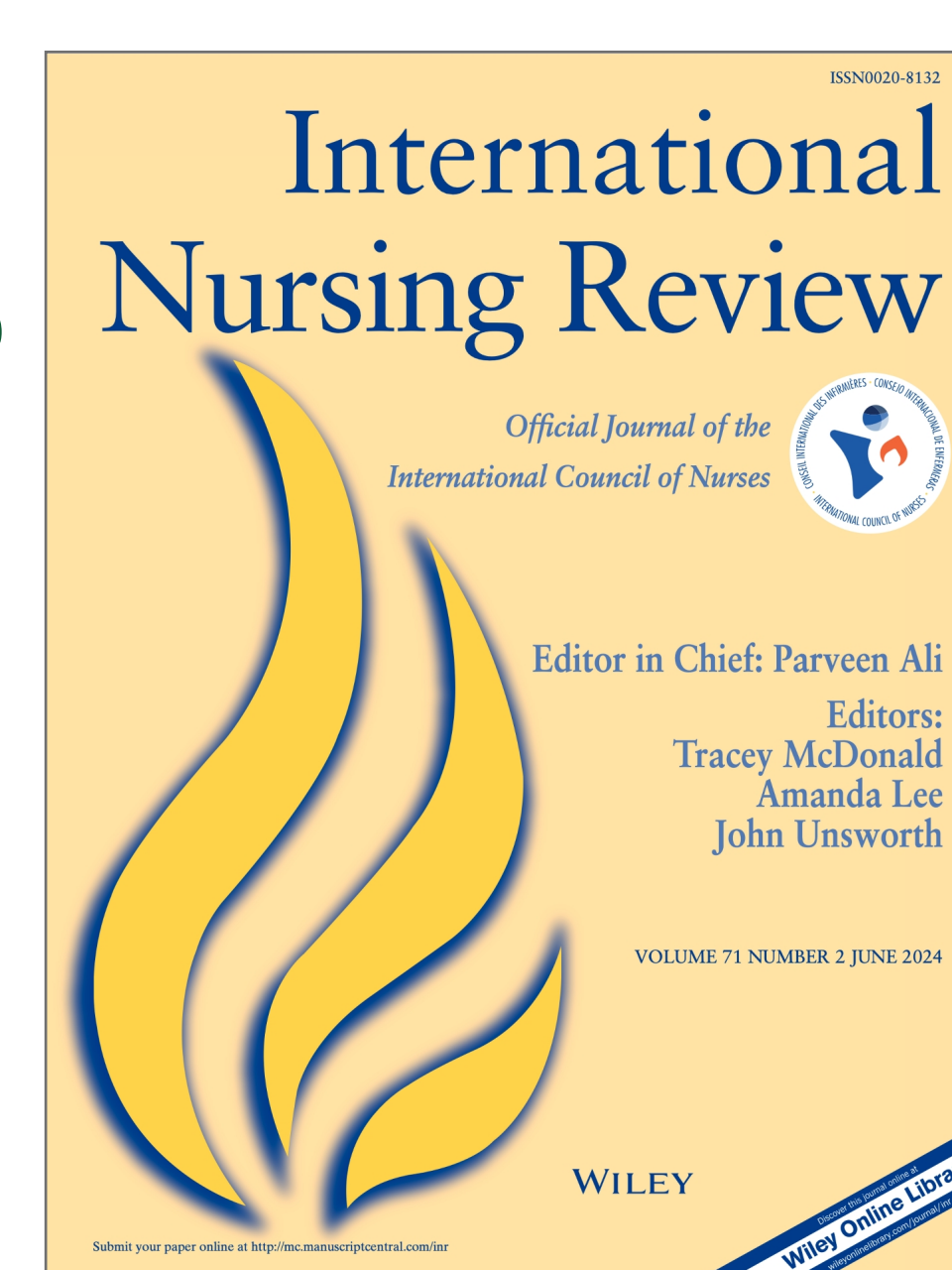
High Impact Factor

*Nursing in Critical Care*

Annual unique visitors: **257,491**
Average monthly unique visitors: **21,396**
Annual page views: **30,391**
Average monthly page views: **59,431**
Total annual full text views: **310,954**
Circulation: **Available on request**
2023 IF: **3**

2023 JCR ranking:
17/191 Nursing

High reach

*International Nursing Review*

Annual unique visitors: **479,044**
Average monthly unique visitors: **39,803**
Annual page views: **60,314**
Average monthly page views: **117,397**
Total annual full text views: **690,012**
Circulation: **Available on request**
2023 IF: **3.6**

2023 JCR ranking:
66/276 Psychiatry

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 nurses and nurse practitioners.

Contact us

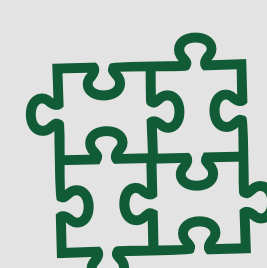
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1,900+ Journals



700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

- <https://www.who.int/news-room/fact-sheets/detail/nursing-and-midwifery>
- 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.