

Oncology

Our focus:



Breast cancer



Prostate cancer



Lung cancer



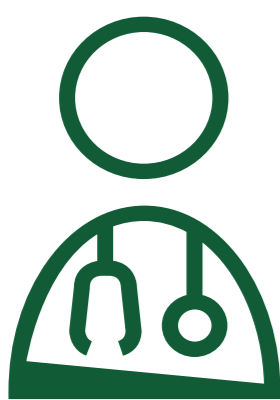
Colorectal cancer



The global cancer immunotherapy market, valued at USD 115.01 billion in 2022, is anticipated to surge with a CAGR of 8.7% from 2023 to 2030.¹

Driven by the increased prevalence of malignant tumor cases worldwide, market growth has intensified research and development into novel oncology therapeutics.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



17,354,658 Annual unique visitors



1,441,980 Average monthly unique visitors



48,009,376 Annual page views

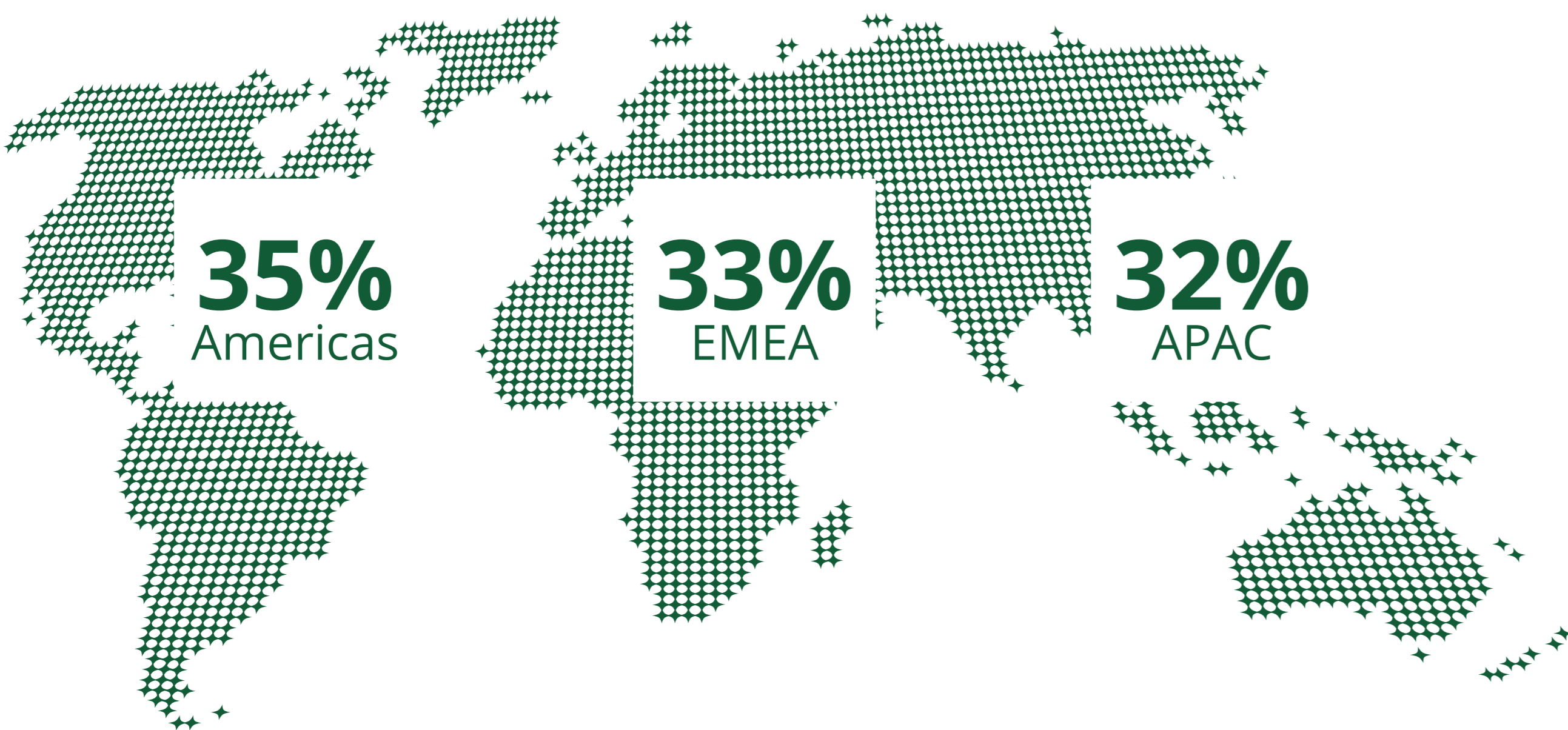


3,989,049 Average monthly page views



30,321,384 Total annual full text views

Audience location



Our offer



59 Journals covering oncology



2 Journals ranked in the top 20 of their 2023 JCR category*



16 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.



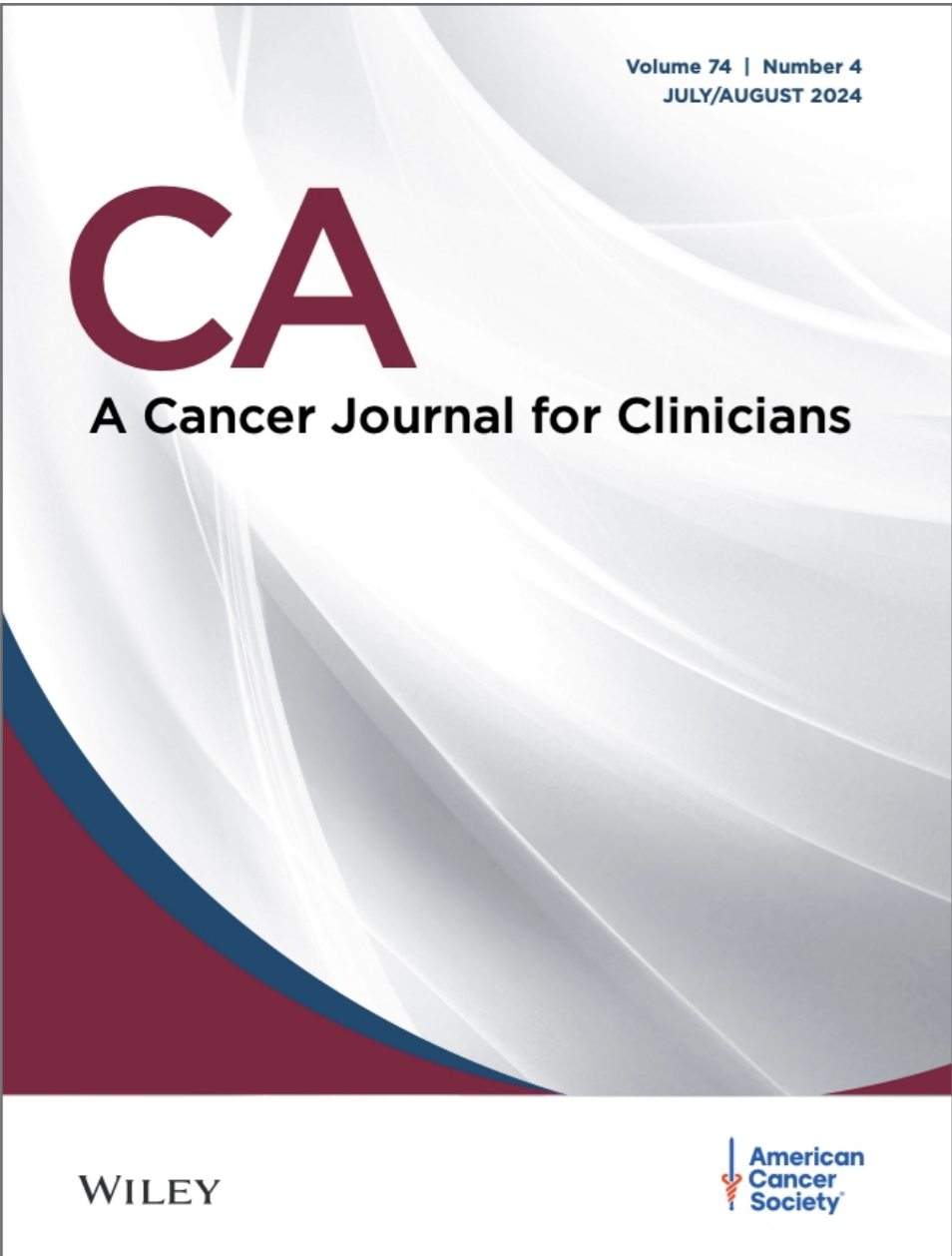
Contact your sales representative for a complete overview.

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



CA: A Cancer Journal for Clinicians

Annual unique visitors:	1,375,015
Average monthly unique visitors:	114,249
Annual page views:	2,970,739
Average monthly page views:	246,835
Total annual full text views:	2,574,802
Circulation:	Available on request
2023 IF:	503.1
2023 JCR ranking:	1/322 Oncology

High reach



International Journal of Cancer

Annual unique visitors:	1,251,461
Average monthly unique visitors:	103,983
Annual page views:	2,815,387
Average monthly page views:	233,928
Total annual full text views:	2,060,529
Circulation:	Available on request
2023 IF:	5.7
2023 JCR ranking:	54/322 Oncology

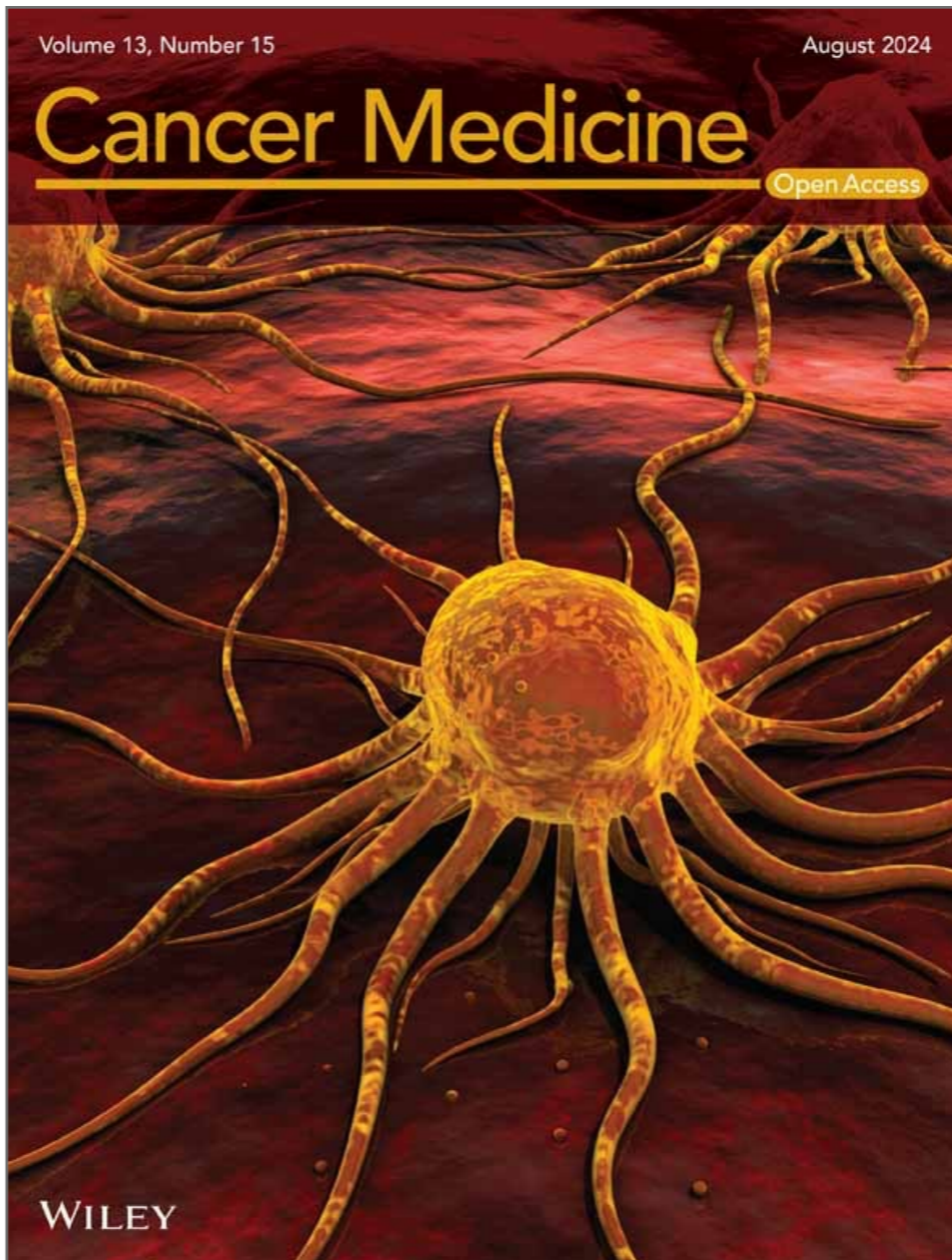
High Impact Factor



Cancer Communications

Annual unique visitors:	145,173
Average monthly unique visitors:	12,062
Annual page views:	387,409
Average monthly page views:	32,189
Total annual full text views:	249,506
Circulation:	Available on request
2023 IF:	20.1
2023 JCR ranking:	14/322 Oncology

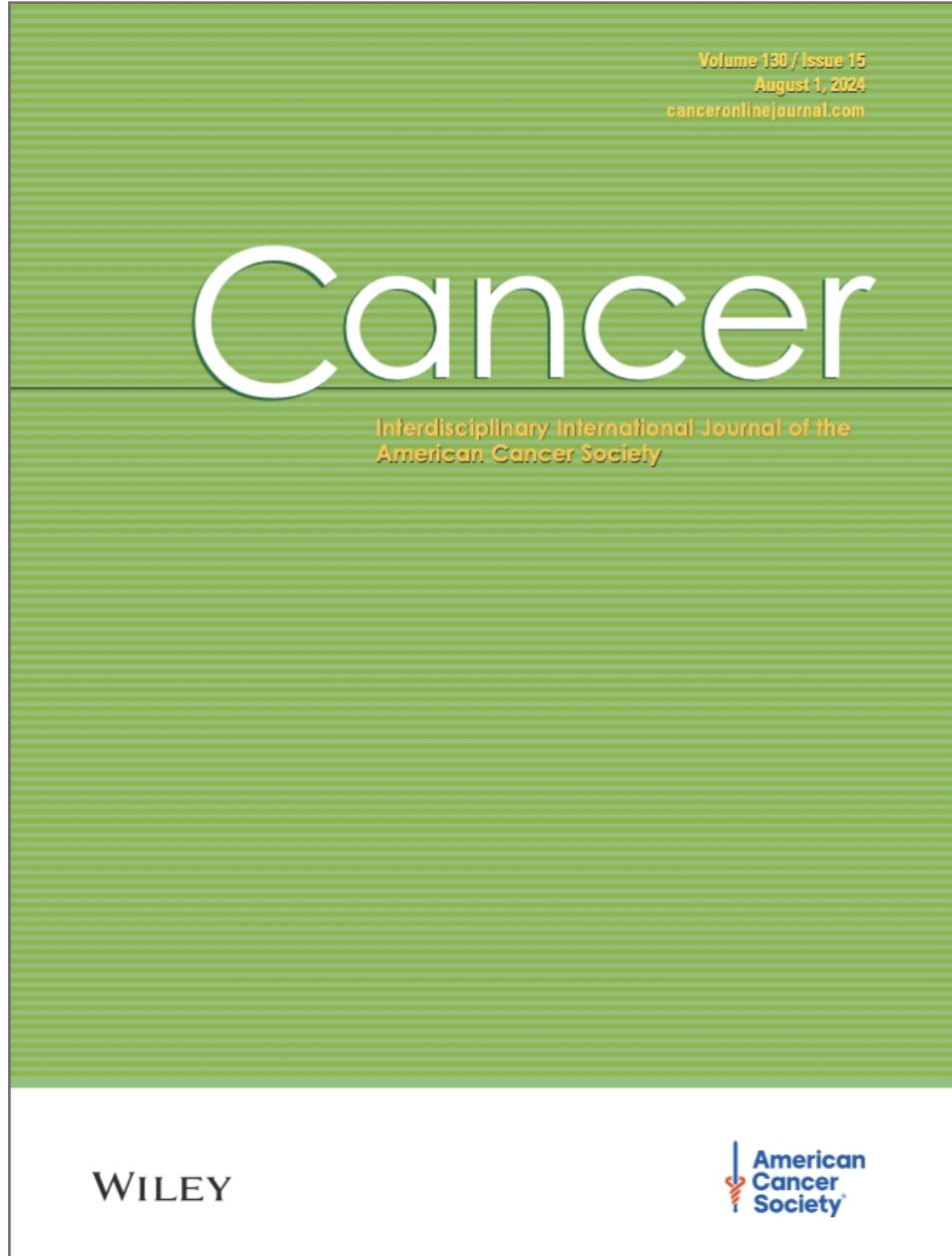
High reach



Cancer Medicine

Annual unique visitors:	678,072
Average monthly unique visitors:	56,340
Annual page views:	1,515,467
Average monthly page views:	125,919
Total annual full text views:	1,196,400
Circulation:	Available on request
2023 IF:	2.9
2023 JCR ranking:	151/322 Oncology

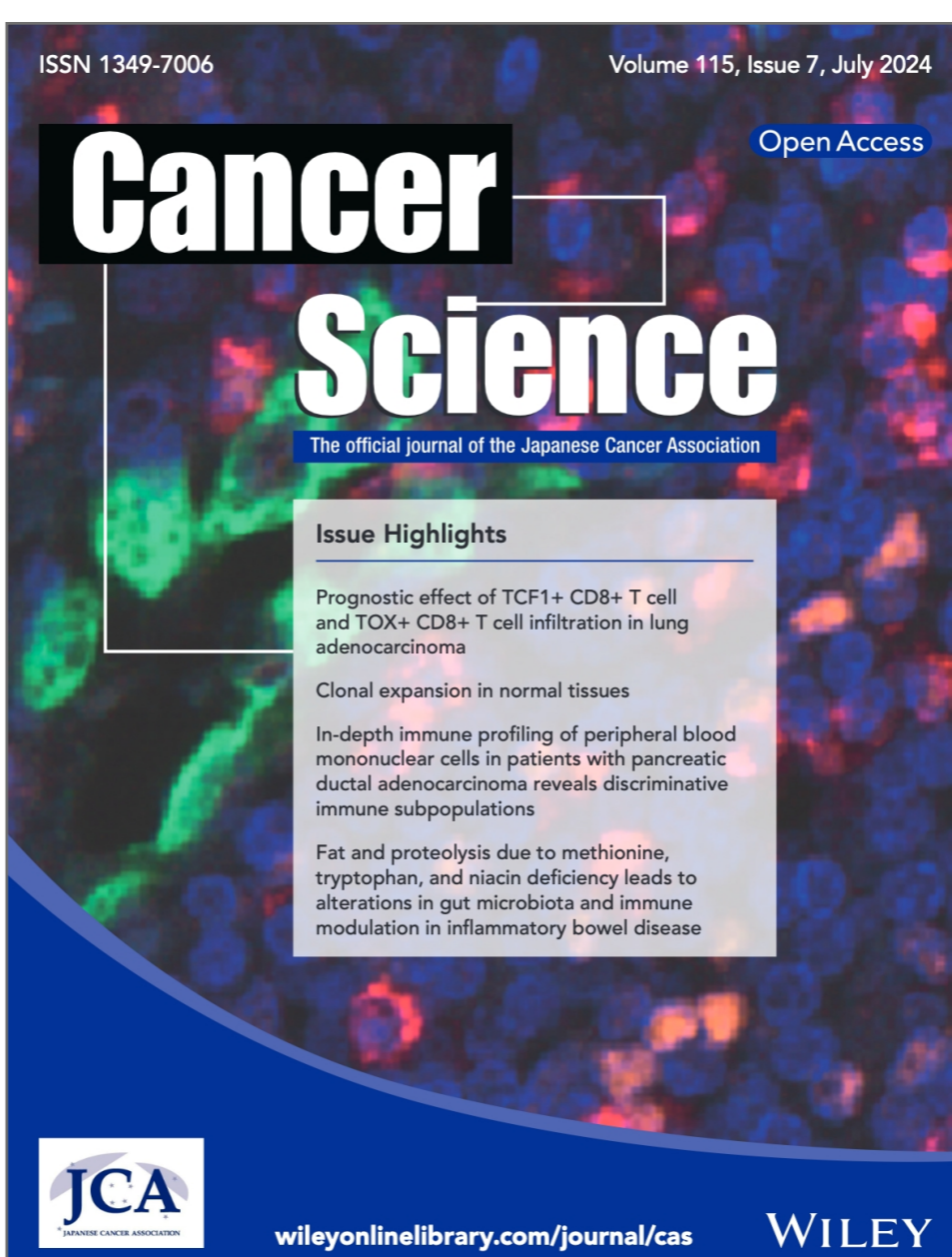
High Impact Factor & reach



Cancer

Annual unique visitors:	2,041,839
Average monthly unique visitors:	169,654
Annual page views:	4,113,131
Average monthly page views:	341,755
Total annual full text views:	3,086,261
Circulation:	Available on request
2023 IF:	6.1
2023 JCR ranking:	49/322 Oncology

High reach



Cancer Science

Annual unique visitors:	406,899
Average monthly unique visitors:	33,809
Annual page views:	1,062,170
Average monthly page views:	88,255
Total annual full text views:	793,446
Circulation:	Available on request
2023 IF:	4.5
2023 JCR ranking:	78/322 Oncology

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 oncologists and the multidisciplinary team.

Contact us

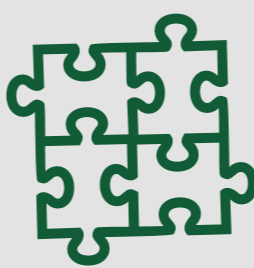
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700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

- 1. <https://www.acumenresearchandconsulting.com/cancer-immunotherapy-market>
 - 2. <https://www.mordorintelligence.com/industry-reports/oncology-clinical-trials-market> Mordor Intelligence
 - 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.