

Pharmacology & Pharmaceutical Medicine



The global pharmaceutical market is expected to grow at a CAGR of 6.12% from 2023 to 2030.¹

An aging population, an increase in chronic diseases, and advancements in drug development are key market drivers. Additionally, rising healthcare expenditures and the expansion of healthcare coverage in emerging economies are significant factors contributing to this growth.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




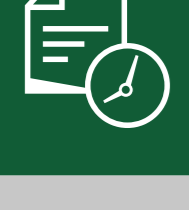

Audience reach
Go beyond your existing customer base by **leveraging the reach of our well-established proprietary and society journals.**

Source credibility
Associate with the information sources (journals and societies) that **lend credibility to your message.**

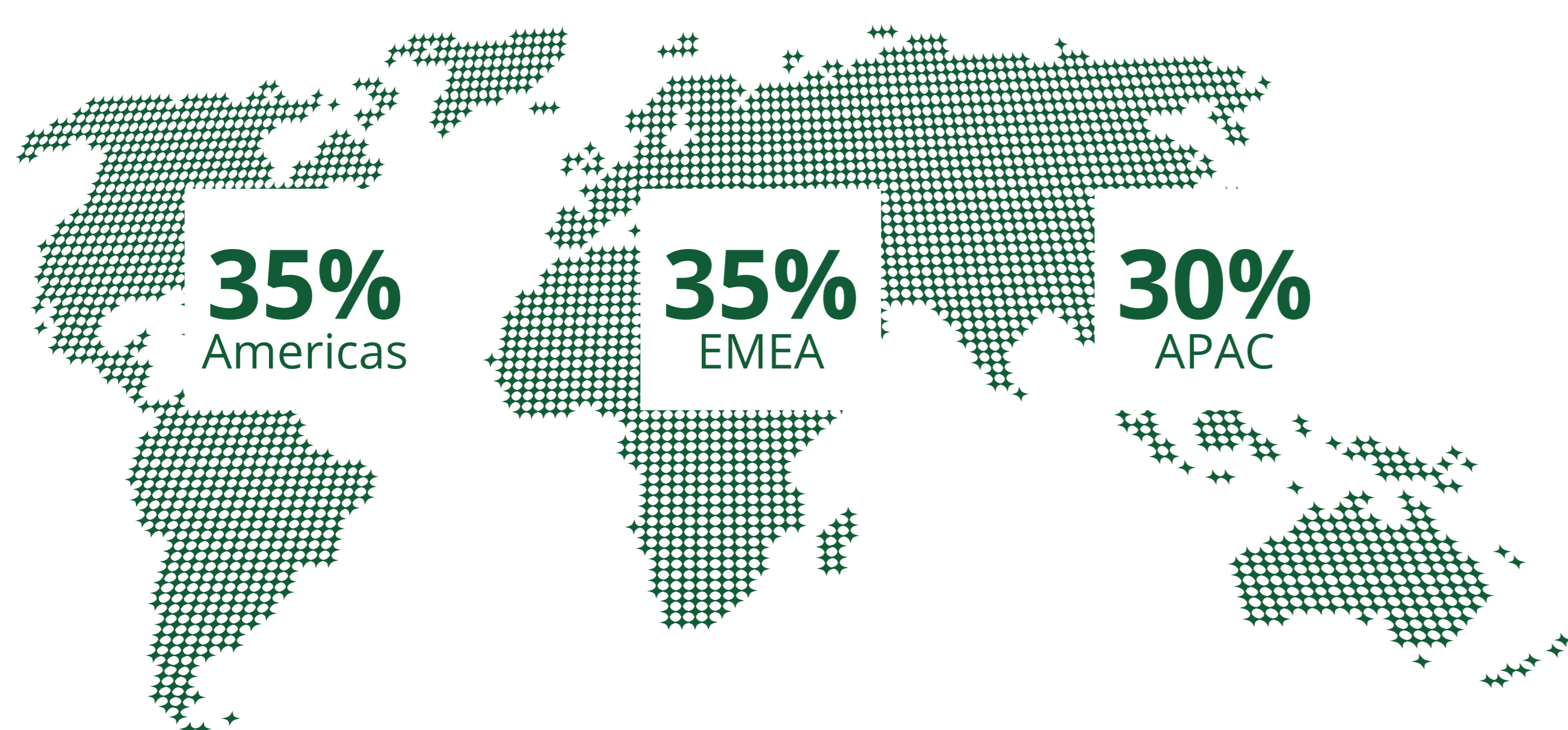
Optimal execution
Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

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




Our audience³

	8,620,398	Annual unique visitors
	716,259	Average monthly unique visitors
	20,934,773	Annual page views
	1,739,448	Average monthly page views
	11,957,510	Total annual full text views

Audience location



Our offer

	26	Journals covering pharmacology & pharmaceutical medicine
	2	Journals ranked in the top 20 of their 2023 JCR category*
	3	Open access JCR journals
	14	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.



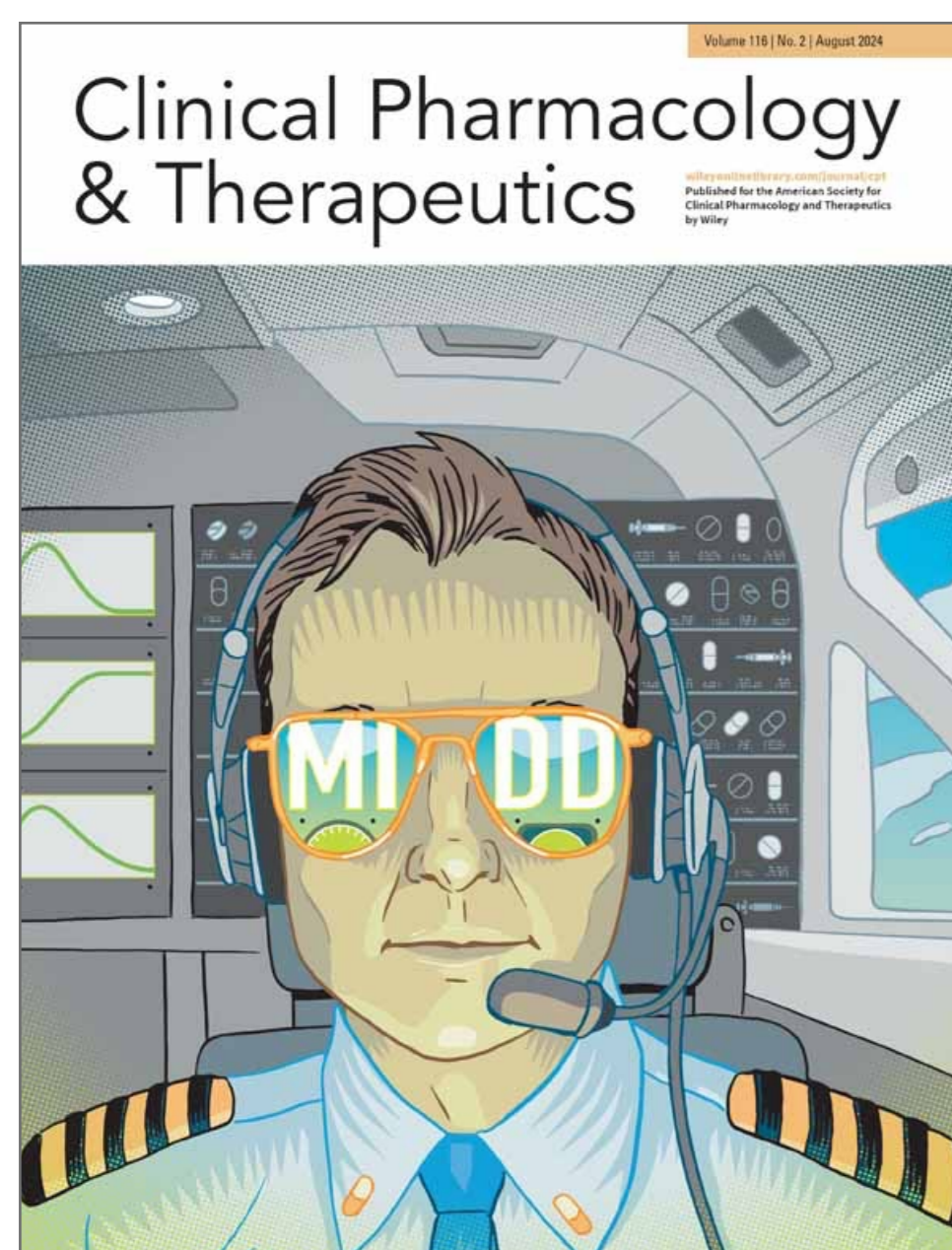
Contact your sales representative for a complete overview.

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 & circulation



Clinical Pharmacology & Therapeutics

Annual unique visitors: **741,924**
Average monthly unique visitors: **61,646**
Annual page views: **88,888**
Average monthly page views: **158,445**
Total annual full text views: **863,091**
Circulation: **4,681**
2023 IF: **6.3**
2023 JCR ranking: **25/354 Pharmacology & Pharmacy**

High reach



British Journal of Clinical Pharmacology

Annual unique visitors: **969,042**
Average monthly unique visitors: **80,516**
Annual page views: **104,918**
Average monthly page views: **151,639**
Total annual full text views: **1,447,548**
Circulation: **Available on request**
2023 IF: **3.1**
2023 JCR ranking: **126/354 Pharmacology & Pharmacy**

High Impact Factor & reach



British Journal of Pharmacology

Annual unique visitors: **836,977**
Average monthly unique visitors: **69,544**
Annual page views: **98,868**
Average monthly page views: **158,654**
Total annual full text views: **1,367,915**
Circulation: **Available on request**
2023 IF: **6.8**
2023 JCR ranking: **18/354 Pharmacology & Pharmacy**

High reach



Drug Development Research

Annual unique visitors: **151,564**
Average monthly unique visitors: **12,593**
Annual page views: **16,045**
Average monthly page views: **30,434**
Total annual full text views: **80,407**
Circulation: **Available on request**
2023 IF: **3.5**
2023 JCR ranking: **32/72 Chemistry, Medicinal**

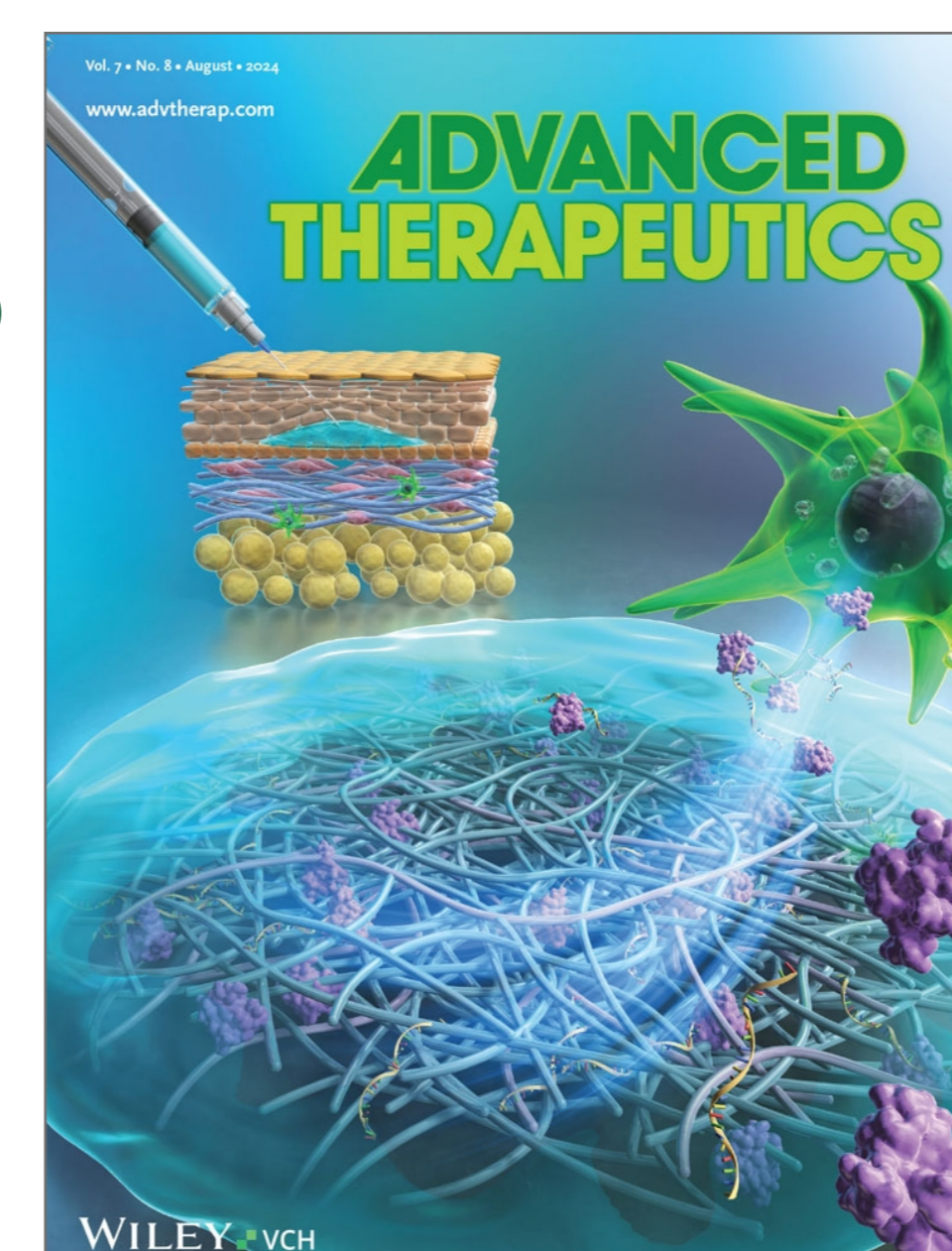
High Impact Factor



Alimentary Pharmacology & Therapeutics

Annual unique visitors: **930,985**
Average monthly unique visitors: **77,354**
Annual page views: **103,001**
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



Advanced Therapeutics

Annual unique visitors: **127,836**
Average monthly unique visitors: **10,621**
Annual page views: **15,917**
Average monthly page views: **28,662**
Total annual full text views: **154,690**
Circulation: **Available on request**
2023 IF: **3.7**
2023 JCR ranking: **90/354 Pharmacology & Pharmacy**

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 pharmacists and the multidisciplinary team.

Contact us

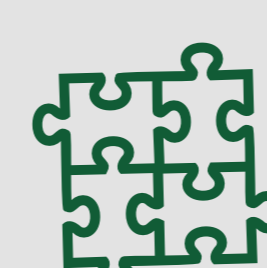
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1,900+ Journals



700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

- <https://www.grandviewresearch.com/industry-analysis/pharmaceutical-market-report>
- 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.