



2020

# Advanced Science News

Media Guide

# Advanced Science News

Advanced Science News is the place for science, news, views and more. It covers three key interdisciplinary research areas – healthcare, sustainability, and technology.

Advertising on this platform allows your products or services to reach an audience of practicing researchers in science, technology, and industry, from Ph.D. level to group leaders, institute heads, and other decision makers.

Twice-weekly newsletters, which highlight the best new articles on the site, are also available.

Contact us today for more information.

## AT A GLANCE

**6,600** subscribers to the newsletter with a **20.91%** average open rate

**38,000** unique users

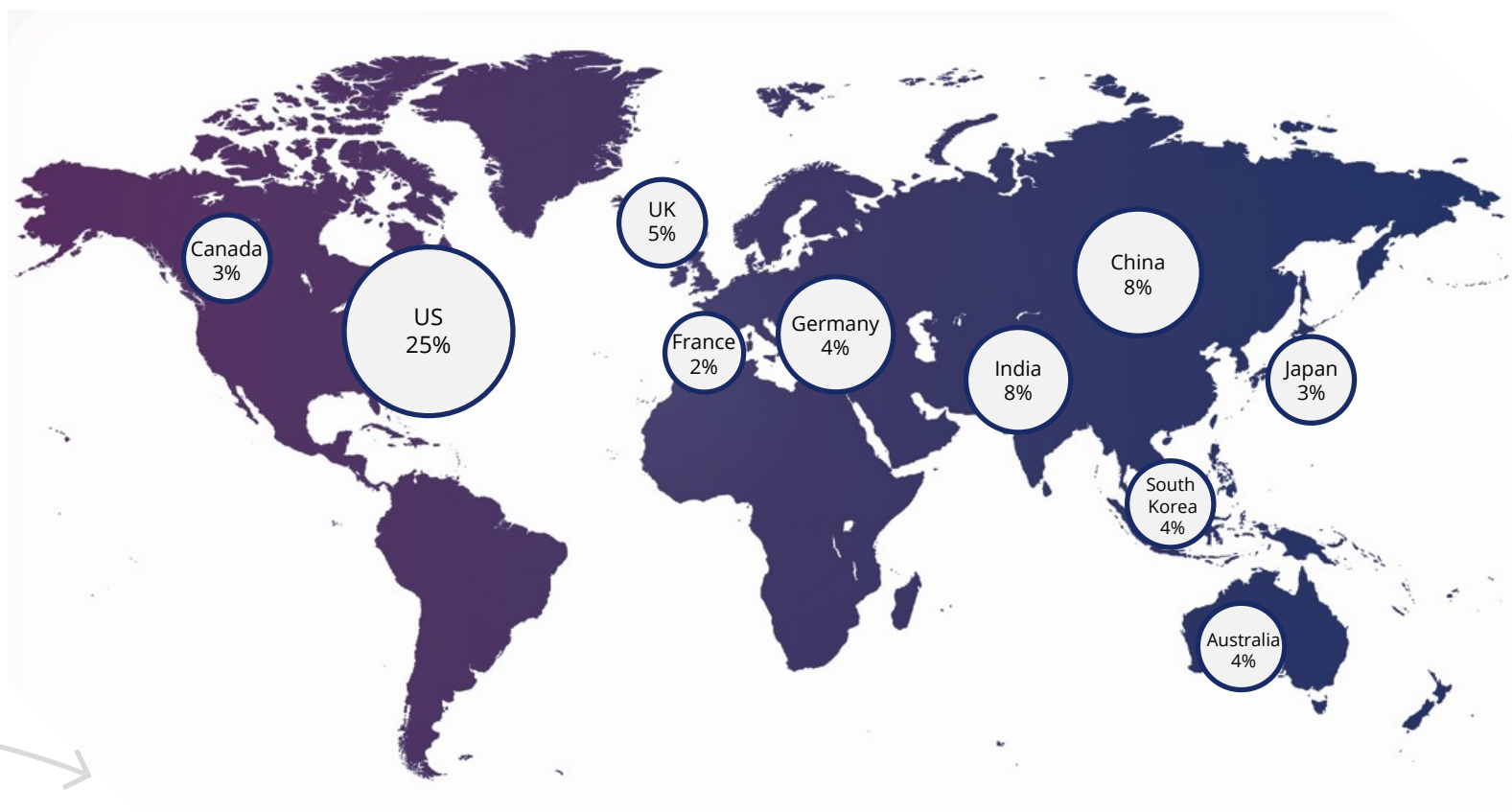
**60,000** page views per month

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## Global reach

Extend your message globally with Advanced Science News. It receives 60,000 page views per month and 38,000 average monthly unique users from readers worldwide.



# E-Newsletter sponsorship



**Full size banner**  
468x60px  
€1,010 per month  
includes **8** mailings

**6,600**

DISTRIBUTION TO  
SUBSCRIBERS WORLDWIDE

**Sent**

TWICE WEEKLY  
(TUESDAY & THURSDAY)

**20.91%**

AVERAGE UNIQUE OPEN  
RATE

Extend the impact of your message by advertising in the e-newsletter with a full-size banner.

# Website advertising



Advanced Science News highlights new and exciting developments from across a broad spectrum of scientific disciplines including healthcare, materials science, sustainability, nanotechnology, energy, and electronics.

The site is written by professional scientific editors and features content from journal editors, editorial staff, and scientific researchers.

## LEADERBOARD

- 728 x 90px
- €1230 per month (premium)
- €980 per month (footer)

## SIDEBAR RECTANGLE

- 300 x 350px
- €980 per month

# Feature

Product information, applications and company news can be presented on Advanced Science News as a special feature.

The entry runs initially for six months and can be extended for a further six months.

In addition, the feature is promoted in the newsletter.

**Cost:** €880 per month

# Wiley Research Talks



*Wiley Research Talks* is an indispensable resource for the science research community, providing a platform for webinars in all areas of science.

Amplify your brand and messaging to highly specialized audiences with tailored marketing to increase your reach.

## Wiley Research Talks include:

- Tailored traffic-driving packages
- Quick and hassle-free process
- Comprehensive reporting
- Captures high-quality leads
- Complete control over your content

ATTRACT QUALIFIED AND ENGAGED AUDIENCES

## Webinars

Reaching out globally to researchers, branded webinars can attract qualified and engaged audiences.

Webinars are hosted on Wiley Research Talks free of charge, making them easy to find, providing reportable metrics to track return on investment.

You decide on the pre-registration details and receive them for all registrants and attendees.

**Sponsorship package:** €12,300

## Price list

<b>Opportunity</b>	<b>Price*</b>
<u>Leaderboard 728x90</u>	
Premium top position	€1,230
Footer position	€980
Sidebar rectangle 300x350	€980
Newsletter advertising	€1,010
Whitepaper/Advertorial	€1,130
Webinar	€12,300
<u>Feature</u>	
Product information	€880 for 6 months
Applications	
Company news	

## Contact us

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\*Price based on 1 month insertion unless otherwise stated

