WILEY

2023 Advertising Rate Card



Clinical Oral Implants Research

Clinical Oral Implants Research (COIR) conveys scientific progress in the field of implant dentistry and its related areas. COIR presents the latest scientific information and aids in its application for the benefit of patients in need of oral implants. It is the Official Publication of the European Association for Osseointegration.

Learn more >>





Editor-in-Chief:

Lisa J. A. Heitz-Mayfield

Audience:

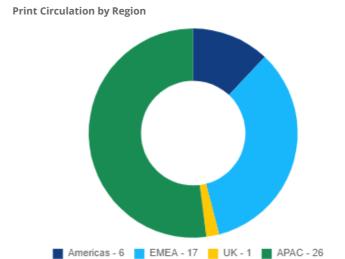
As the most-cited journal in implant dentistry, COIR reaches a global audience of:

- Clinicians
- General practitioners
- Periodontists
- Oral and maxillofacial surgeons
- Prosthodontists
- Teachers, academicians and scholars involved in the field of implant dentistry

Learn more about the Periodontology Portfolio >>

Reach

Print	Total Print	52
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	270,088
	Average Monthly Page Views	71,760
	Full Text Downloads	468,086



For More Information

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Rates

Pricing Pricing below is in EUR and is established based on

publication origin.

Earning Rates Earned page rate is determined by the number of

units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward

frequency.

Ad Size	2023 Price
Full Page Mono	1,180.00 €
Full Page Colour	1,925.00 €
Double Page Spread	3,090.00 €
Inserts Outserts Cover Tips Belly Bands Wrap Contact your Account Manager for details	
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Colour Rate
Cover 2	25%
Cover 3	25%
Cover 4	35%
Other Premium Positions	15%

Frequency Insertion Rates Colour			
Frequency Full Page Colour		Double Page Spread	
1x	1,925.00 €	3,090.00 €	
3x	1,870.00 €	2,995.00 €	
6x	1,810.00 €	2,905.00 €	
12x	1,755.00 €	2,810.00 €	
24x	1,695.00 €	2,720.00 €	

Issue Deadlines

lssue date	Booking Deadline	Creatives Due	Inserts Due
34:1 January 2023	12-22-2022	12-29-2022	01-10-2023
34:2 February 2023	01-19-2023	01-26-2023	02-07-2023
34:3 March 2023	02-16-2023	02-23-2023	03-07-2023
34:4 April 2023	03-23-2023	03-30-2023	04-11-2023
34:5 May 2023	04-20-2023	04-27-2023	05-09-2023
34:6 June 2023	05-18-2023	05-25-2023	06-06-2023
34:7 July 2023	06-22-2023	06-29-2023	07-11-2023
34:8 August 2023	07-20-2023	07-27-2023	08-08-2023
34:9 September 2023	08-17-2023	08-24-2023	09-05-2023
34:10 October 2023	09-21-2023	09-28-2023	10-10-2023
34:11 November 2023	10-19-2023	10-26-2023	11-07-2023
34:12 December 2023	11-23-2023	11-30-2023	12-12-2023

For More Information

Digital Statistics for Clinical Oral Implants Research

Unique Visitors on WOL for Clinical Oral Implants Research in 2021: 270.088

Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
16%	21%	4%	27%	32%

Average Monthly Page Views for Clinical Oral Implants Research in 2021: 71.760

Page Views by Region				
Americas	EMEA	UK	APAC	Other
12%	26%	4%	18%	40%

Banner Advertising

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Additional Opportunities

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Article Discovery Packages	Essential Knowledge Briefing	Custom Projects

*ePDF ads only available on select publications
Additional advertising opportunities are subject to approval by society/journal

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Reprints are available for most titles. Whether you choose to reprint an abstract, a single article, or collection of articles with a corresponding cover, you'll benefit from content that supports your brand and messaging.

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For More Information

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Advertising Specifications



Print Ad Specifications

Journal Trim Size 210 mm x 276 mm 8.25" x 10.875"

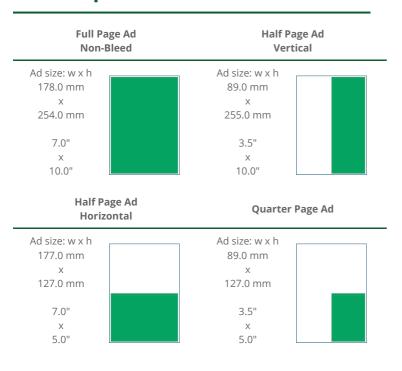
Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0 mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0 mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0 mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0 mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0 mm 17.125" x 11.125"

Contact your Account Manager for sizes of other opportunities.

Bound/Loose Inserts Specifications		
Bound-in-Inserts	Width / Height	
4-Page 8.25" x 10.875"	420.0 x 282.0 mm 17.0" x 11.125"	
2-Page 8.25" x 10.875"	215.0 x 282.0 mm 11.125" x 8.5"	

Print Ad Specifications



Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

Overview Digital Specifications (pdf)

Leaderboard	MPU
Digital Display Ads	Digital Display Ads
Ad size:	Ad size:
728px	300px
x	x
90px	250px

Submit Your Creatives

Print Advertising	Submit all creatives to PrintAdTraffic@wiley.com All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to OnlineAdTraffic@wiley.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: Hobbs The Printers Brunel Road, Totton, Southampton Hampshire SO40 3WX United Kingdom

Contact Information

Print Production	PrintAdTraffic@wiley.com
Digital Production	OnlineAdTraffic@wiley.com
Contact	corporatesaleseurope@wiley.com

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