

The Rheumatologist

The Rheumatologist, a monthly news magazine from The American College of Rheumatology, provides updates in academic rheumatology and highlights quality improvement initiatives and developments. Each compelling issue contains actionable, evidence-based content in the field.

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ACR
AMERICAN COLLEGE
of RHEUMATOLOGY



Editor-in-Chief:

Physician Editor: Bharat Kumar, MD, MME, FACP, RhMSUS

Audience:

The Rheumatologist reaches rheumatologists, internists, orthopedic surgeons, nurse practitioners, physician assistants, nurses, and other healthcare professionals who practice, research, or teach in the field of rheumatology.

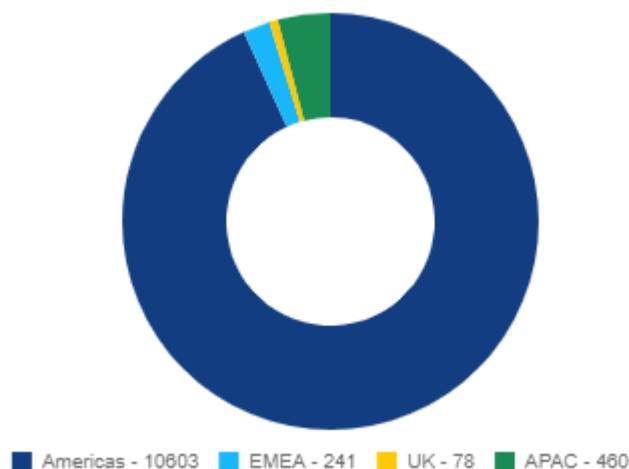
[Learn more about the Rheumatology Portfolio >>](#)

Reach

Print	Total Print (Controlled Circulation)	11,382
	Frequency	12 issues per year

Digital	Unique Visitors on Wiley Online Library
	Average Monthly Page Views
	Full Text Downloads

Print Circulation by Region



For More Information

Kathleen Malseed, kmalseed@pminy.com or visit us at corporatesolutions.wiley.com

2024 Advertising Rate Card

Rates

Pricing

Pricing below is in USD 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	2024 Price
Full Page Mono	\$ 5,960.00
Full Page Color	\$ 8,190.00
Half Page Mono	\$ 4,620.00
Half Page Color	\$ 6,850.00
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 Mono (B&W) Rate Plus Color Charge
Cover 2	50%
Cover 3	25%
Cover 4	50%
Other Premium Positions	25%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 5,960.00	\$ 0.00
3x	\$ 5,960.00	\$?
6x	\$ 5,815.00	\$?
12x	\$ 5,725.00	\$?
24x	\$ 5,710.00	\$?
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 2,230.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
18:1 January 2024	12-06-2023	12-15-2023	01-05-2024
18:2 February 2024	01-08-2024	01-16-2024	02-02-2024
18:3 March 2024	02-06-2024	02-13-2024	03-01-2024
18:4 April 2024	03-07-2024	03-14-2024	04-01-2024
18:5 May 2024	04-08-2024	04-15-2024	05-02-2024
18:6 June 2024	05-08-2024	05-15-2024	06-03-2024
18:7 July 2024	06-06-2024	06-13-2024	07-01-2024
18:8 August 2024	07-08-2024	07-15-2024	08-01-2024
18:9 September 2024	08-08-2024	08-15-2024	09-03-2024
18:10 October 2024	09-06-2024	09-13-2024	10-03-2024
18:11 November 2024	10-08-2024	10-15-2024	11-01-2024
18:12 December 2024	11-06-2024	11-14-2024	12-03-2024

For More Information

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Digital Statistics for The Rheumatologist

Unique Visitors on WOL for The Rheumatologist in 2022:

Unique Visitors on WOL by Region

Average Monthly Page Views for The Rheumatologist in 2022:

Page Views by Region

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For More Information

Kathleen Malseed, kmalseed@pminy.com or visit us at corporatesolutions.wiley.com



Print Ad Specifications

Journal Trim Size		10.875" x 15"
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)
King Page	250.825 x 352.425 mm 9.875" x 13.875"	
Half Page - Vertical	123.825 x 352.425 mm 4.875" x 13.875"	
Half Page - Horizontal	250.825 x 177.8 mm 9.875" x 7.0"	
Quarter Page	123.825 x 177.8 mm 4.875" x 7.0"	
Three Quarter Page - Vertical	187.325 x 346.075 mm 7.375" x 13.625"	
Three Quarter Page - Horizontal	250.825 x 254.0 mm 9.875" x 10.0"	
Island Half	187.325 x 254.0 mm 7.375" x 10.0"	
Contact your Account Manager for sizes of other opportunities.		

Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 250.825 mm x 352.425 mm 9.875" x 13.875"	Ad size: w x h 123.825 mm x 352.425 mm 4.875" x 13.875"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 250.825 mm x 177.8 mm 9.875" x 7.0"	Ad size: w x h 123.825 mm x 177.8 mm 4.875" x 7.0"

Digital Ad Specifications

Formats & Details	
For specifications, formats, and further details see:	
Overview Digital Specifications (pdf)	
Leaderboard Digital Display Ads	MPU Digital Display Ads
Ad size: 728px x 90px	Ad size: 300px x 250px

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Digital Advertising	Submit all creatives to AdOps@pminy.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: Stagliaferro@pminy.com

Contact Information

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