

2013 Media Kit

# THE AMERICAN COLLEGE OF RHEUMATOLOGY

The American College Of Rheumatology, founded In 1934, is the largest professional organization of physicians, scientists, and health professionals devoted to the study and treatment of the rheumatic diseases.

WILEY

# Solutions

## The American College of Rheumatology

ACR members maintain a strong commitment to research and education, advancing understanding of the rheumatic diseases, and discovering new therapies to treat these diseases.

The mission of the ACR is advancing rheumatology, and its vision is to enhance the value and impact of rheumatology in a changing health care environment.

Through the Journals of the American College of Rheumatology (ACR), we reach all members of the College and members of the Association of Rheumatology Health Professionals (ARHP), a division of the ACR dedicated to non-physician healthcare professionals. *Arthritis & Rheumatism* **total circulation is 9,000.** *Arthritis Care & Research* **total circulation is 9,000.**

*The Rheumatologist* news magazine also reaches the ACR and ARHP members, plus over 1,500 internal medicine physicians who are high-prescribers of products for the management and treatment of rheumatic diseases. *The Rheumatologist* had **7,905 member subscribers in 2011.**

Total circulation for **ACR in 2011 is 11,500.**

## About Wiley

Wiley, the scientific, technical, medical, and scholarly business of John Wiley & Sons, Inc., publishes over 1,400 journals as well as over 1,500 new books annually in print and online. Wiley partners with over 700 societies representing over 1,000,000 members globally, including the American Cancer Society and the Cochrane Collaboration.

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# Portfolio Readership

## Readership Highlights

As the official publications of the ACR/ARHP, *Arthritis & Rheumatism (A&R)*, *Arthritis Care & Research (AC&R)*, and *The Rheumatologist* deliver engaged and loyal readers. The readership includes rheumatologists, internists, orthopedic surgeons, nurse practitioners, physician assistants, nurses, and other healthcare professionals who practice in the field of rheumatic diseases.

- A&R is a premier peer-reviewed publication in the field of rheumatology, with 89% of readers indicating that they find the content “excellent” or “good,” and 63% of readers considering the emailed table of contents to be helpful in identifying useful content.
- As demonstrated in surveys and research, readers of A&R believe that the journal is essential for keeping them abreast of the latest scientific developments and for providing consistent, high quality content.
- Readers surveyed expressed strong agreement that AC&R provides practical, clinically useful information and consistent, high quality content.
- Most respondents (78%) indicated that they share the print version of the journals, and those who do indicated sharing with a mean of 1.7 individuals.
- Most respondents (90%) rate the content of *The Rheumatologist* as “excellent” or “good,” and 69% pass their copy on to colleagues.

Source: ACR/ARHP Readership Survey Report (May 2009)

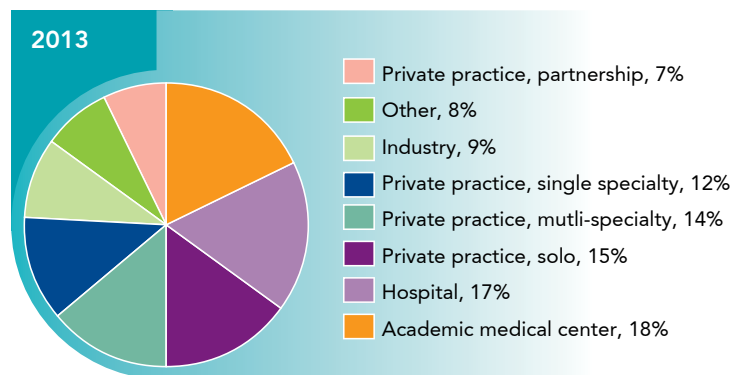
## Who Our Readers Are

### Wide Reach Across Working Locations

ACR publications afford you access to practitioners wherever they are: hospitals, private practice, academia, and industry.

### Loyal Readership

The average member of the ACR has maintained his or her membership for 17.9 years. Readers maintain a long-lasting association with the ACR and, by extension, the publications of the College, with 27% reporting up to 10 years of membership, 33% 11-20 years, 28% 21-30 years, and 12% over 30 years of membership.



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## In Print

### Arthritis & Rheumatism



#### The Journal of Record in Clinical and Basic Rheumatology Research

*Arthritis & Rheumatism* is the world's leading rheumatology journal. The journal is the place to find the most important results of laboratory research and the latest clinical advances in diagnosis and treatment of all forms of arthritis and other rheumatic diseases.

### Arthritis Care & Research



#### Supporting Excellence in the Clinical Practice of Rheumatology

*Arthritis Care & Research* features both peer-reviewed research and review articles that promote and support excellence in the clinical practice of rheumatology. The journal is the primary venue for health services and healthcare economics research.

### The Rheumatologist



#### The Source for News, Trends, and Issues in Rheumatology

*The Rheumatologist* dynamically responds to the rheumatology community by providing a wealth of evidence-based guidance, news, and analysis to help readers stay informed and equipped to offer the best patient care possible. In addition to covering news, it supports reader involvement through topical editorials and letters to the editor, profiles of key personalities in the field, and articles written by physicians and health professionals.



### Sales opportunities

#### Premium Positions

In addition to premium positions within the journals, Wiley offers a variety of Power Positions. Examples are listed below.

- Cover tips
- Outserts

Contact your sales representative for more information, pricing, and availability by journal.



- Advertise in *Arthritis & Rheumatism* and *The Rheumatologist* and receive \$100 off the earned b/w page rate in *The Rheumatologist* and a FREE ad in *Arthritis Care & Research*.
- Advertise in *The Rheumatologist* January through November and run ad in December for FREE.

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## On the Web

*Arthritis & Rheumatism* and *Arthritis Care & Research* attract and keep visitors. Each month the two ACR journals get over 100,000 impressions!



In addition to traditional print options, you also have a range of online advertising opportunities. High traffic and page impressions guarantee access to our captive rheumatology audience and allow you to deliver a targeted message with vast exposure.

The websites are hosted on **Wiley Online Library**, one of the most used platforms for scientific, technical, medical, and scholarly research. Each online edition of the journals features current and archived articles in searchable html and PDF full-text formats, as well as the opportunity to sign up for email table-of-contents alerts, citation reporting, and more.

### the-rheumatologist.org

The website for *The Rheumatologist* features full-text content from each issue, as well as online exclusive articles, audio casts, and more.



## Metrics

Advertising metrics are independently reported by DoubleClick, the industry leader in web ad management. Our DoubleClick reports provide valuable data about visitors who saw and clicked through advertisements. Metrics include geographic data (country, state, and region), activity by timelines, domain types, operating systems, and web browsers.



Purchase impressions across the rheumatologist portfolio to extend reach and maximize value.

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## Digitally Distributed

Digitally distributed products in *The Rheumatologist* portfolio can reach up to 11,500 opt-in rheumatologists worldwide, or be segmented based on geographic location. Advertising opportunities are available in the following e-blasts:

### Arthritis & Rheumatism / Arthritis Care & Research/ The Rheumatologist eTOCs

Content e-alerts notify registrants of new content published on the websites. They allow recipients to stay up-to-date on recent advances in the industry. Your trackable advertisements will be seen by readers and non-readers alike.

### Positions Available

Banner and leaderboard positions are available. Contact your sales representative for pricing and availability.



Target your message to physicians and healthcare professionals based on their geographic region or subscription profile.

### Open/Click Reporting

Open and click-through reports are available to advertisers for each digitally distributed product.



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