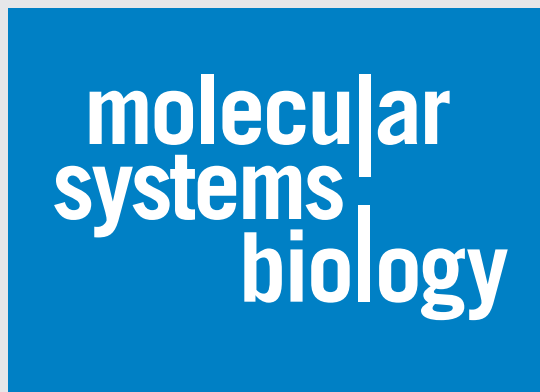
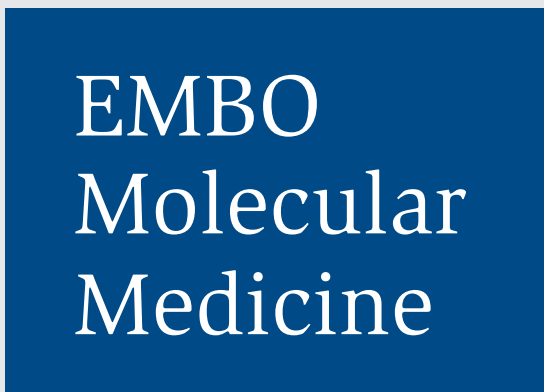




EMBOpress

Progressive, Transparent, Fair Publishing



Media Kit 2017



EMBOpress



HighWire
Stanford University

WILEY

Why use EMBO Press Publications for your Marketing Message?

All four EMBO journals are published as EMBO Press, which promotes EMBO's policies, values and technologies. Trademark concepts for EMBO Press include 'Transparent Process' and 'Source Data'. The four EMBO journals are published by Wiley, with content hosted on HighWire and Wiley Online Library.

The EMBO Journal is THE prime molecular biology journal in the world (Impact Factor 2015: 9,643) and thus holds a leading position in electronic usage. It is published two times a months and new articles appear each day. The most important and innovative research from all areas of molecular and cell biology is presented in review articles. A particular emphasis is placed on molecular mechanism and physiological relevance.

The EMBO Journal is indispensable reading for all biologists working in research and development, both in industry and in academia. All classic segments of molecular and cell biology are being presented.

The EMBO Journal – emboj.embopress.org

FOCUS: For over 30 years, The EMBO Journal has published papers describing original research of broad general interest in molecular and cell biology – a particular emphasis is placed on molecular mechanism and physiological relevance. Reviews by leaders in the field place the latest research into context.



SUBJECTS COVERED: Aging; cancer; plant biology; ecology; evolution; immunology; neuroscience; physiology; pharmacology and drug discovery; development; immunology; neuroscience; plant biology; structural biology; genomic & computational biology; genome stability & dynamics; chromatin & transcription; RNA; proteins; cellular metabolism; signal transduction; cell cycle; differentiation & death; membranes & transport; cell & tissue architecture; microbiology & pathogens and molecular biology of disease

OVERVIEW:

Format:	Online only
Publication Frequency:	24 x per year
Volume:	36
Impact Factor:	9.643
Geographical Breakdown of Online Readers	31% Americas, 40% Europe and Middle East, 24% Asia, 5% Others
Monthly Unique Users:	64,786
Monthly Page Views:	97,000
eTOC subscribers:	80,310

Advertising

Place your advertising message within the renowned environment of The EMBO Journal. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste. Average number of Ad Impressions available per month: 97,000

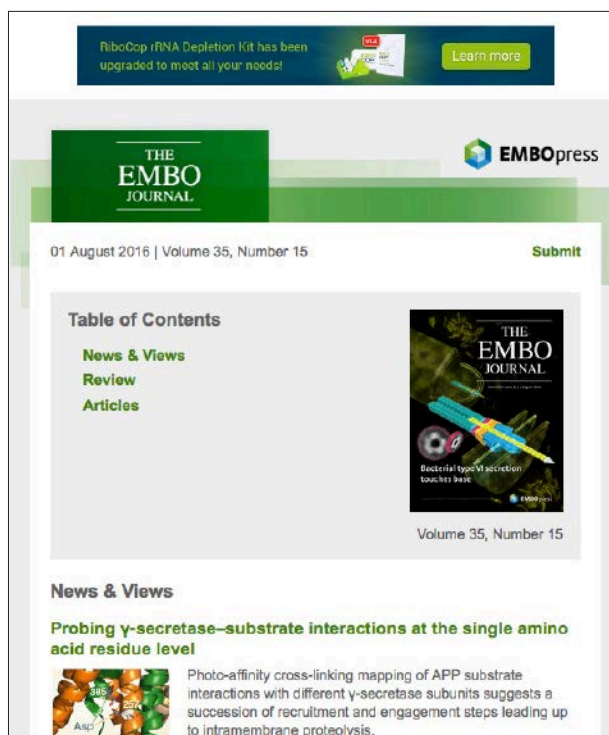
Total number of Content Alert subscribers (eTOC alerts) 81,882 (November 2016)

Leaderboard 728 x 90 pixel	Price CPM		
	£	€	\$
The EMBO Journal (HighWire and WOL)	58	68	73

E-mail Service

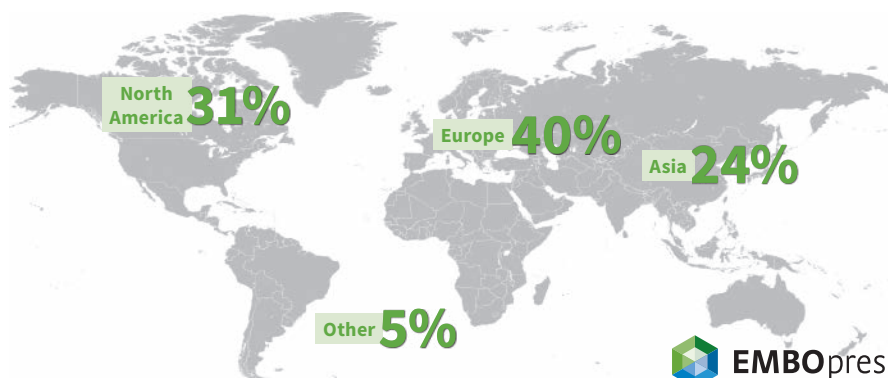
The EMBO Journal provides its readers with an exclusive preview on forthcoming journal content through the Content Alerting Service (eTOC alert). This covers the complete table of content which is automatically e-mailed as soon as a new online issue is published. Placing a full banner within the eTOC alerts allows you to reach a large and committed audience of regular readers of the journal.

Full Banner 468 x 60 pixel	Price CPM		
	£	€	\$
The EMBO Journal	48	56	60



Top 10 Website access by country per month

United States	24,541	France	3,208
Japan	8,405	Canada	2,725
China	7,814	India	2,537
Germany	7,545	South Korea	1,944
UK	7,149	Italy	1,788



EMBO reports – embor.embopress.org

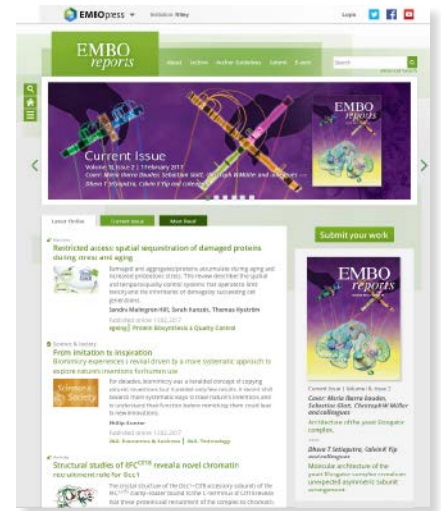
FOCUS: Publishes short-format papers that communicate a single major finding in all research areas of molecular biology. It offers broadly accessible scientific review and commentary.

SUBJECTS COVERED: All areas of molecular biology. Also features a Science & Society section that publishes articles and essays on the impact and application of science: uses and abuses of science, communication and education, policy and practice.

OVERVIEW:

Format:	Online only
Publication Frequency:	12 x per year
Volume:	18
Impact Factor:	7,739

Geographical Breakdown of Online Readers:	34% Americas, 33% Europe and Middle East, 28% Asia, 5% Others
Monthly Unique Users:	27,846
Monthly Page Views:	38,427
eTOC subscribers:	80,894



Molecular Systems Biology – msb.embopress.org

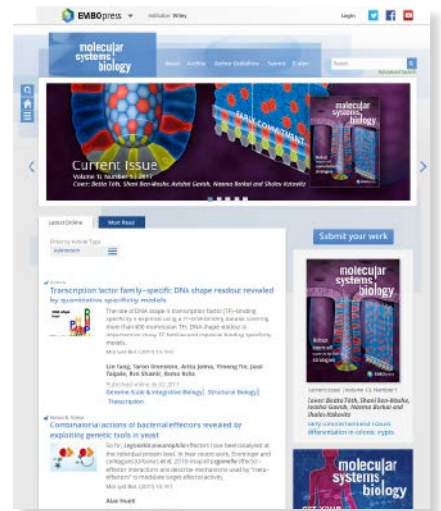
FOCUS: An open access journal that publishes original research in the multidisciplinary areas of systems biology and synthetic biology. The journal focuses on the analysis, integration and modeling of molecular and cellular processes. Its review section provides accessible overviews of the latest advances in systems biology and related fields.

SUBJECTS COVERED: Integrative genome-scale biology, quantitative biology, computational biology, metabolic and regulatory networks, evolution of genomes and biological networks, clinical and translational systems biology, synthetic biology and genome-scale biological engineering.

OVERVIEW:

Format:	Online only
Publication Frequency:	Continuous
Volume:	13
Impact Factor:	10,581

Geographical Breakdown of Online Readers:	31% Americas, 37% Europe and Middle East, 17% Asia, 15% Others
Monthly Unique Users:	15,563
Monthly Page Views:	23,422
eTOC subscribers:	31,302



EMBO Molecular Medicine – embomolmed.embopress.org

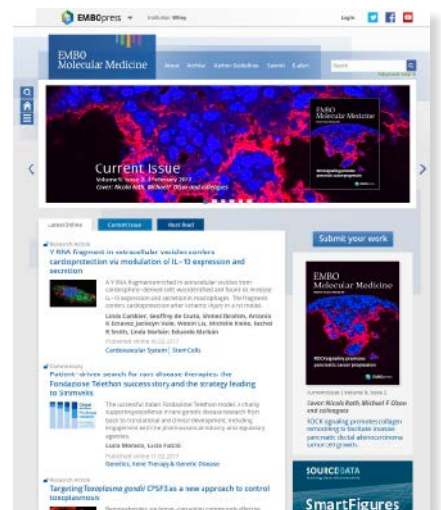
FOCUS: A broad scope open access research journal dedicated to the interface between clinical research and molecular cell biology. All studies are characterized by direct relevance for human diseases; work based on model organisms is included within the scope of the journal.

SUBJECTS COVERED: Aging, angiogenesis, cancer biology, channelopathies, differentiation and development, endocrinology/metabolic disease, genetics/epigenetics, genomics, transcriptomics, proteomics, metabolomics of disease, systems medicine, gene therapy, immunology and inflammation, infectious diseases, neurodegeneration, neurological diseases and myopathies, sensory defects, stem cells and regenerative medicine, vascular and cardiovascular biology

OVERVIEW:

Format:	Online only
Publication Frequency:	12 x year
Volume:	9
Impact Factor:	9,547

Geographical Breakdown of Online Readers:	26% Americas, 42% Europe and Middle East, 23% Asia, 9% Others
Monthly Unique Users:	11,237
Monthly Page Views:	15,038
eTOC subscribers:	722



The EMBO Press Publications on HighWire and WOL

The EMBO journals set the standard for scientific excellence in molecular biology and have developed a fair and transparent process to rapidly publish important science. The recent publishing innovations by the four EMBO Press Publications have very strong resonance in the scientific community rapidly increasing their visibility. Content accessibility has been improved by innovative functionality, which enhances the striking designs of the journals. Readers will also be able to access the underlying source data, adding a new dimension to the reader experience.

All four journals are available through HighWire and WOL. Access through HighWire and WOL will provide users with a dynamic and innovative online platform with advanced searching and browsing capabilities. The HighWire and WOL environment hosts some of the most prestigious scientific journals, many connected to the EMBO journals through bidirectional toll-free linking.

E-mail Service

The EMBO Press publications provide their readers with an exclusive preview on new articles through the Table of Content alerting service. The EMBO Journal, EMBO reports, Molecular Systems Biology and EMBO Molecular Medicine have over 193,228 regular readers who have signed up to receive these eTOC alerts. Placing a full banner within the eTOC alerts allows you to reach a large and committed audience of regular readers of the journals.

Full Banner	Price CPM		
	£	€	\$
468 x 60 pixel			
EMBO reports	48	56	60
Molecular Systems Biology	48	56	60
EMBO Molecular Medicine	48	56	60

Online Advertising

Leaderboards and banners are available and provide an ideal opportunity for strong product and branding messaging. Options including geo-targeting, frequency capping and run of site allow you to reach your audience within your budget.

Leaderboard	Price CPM		
	£	€	\$
728 x 90 pixel			
EMBO Press (only available on HighWire)	58	68	73
EMBO reports (HighWire and WOL)	58	68	73
Molecular Systems Biology (HighWire and WOL)	58	68	73
EMBO Molecular Medicine (HighWire and WOL)	58	68	73

Technical Data:

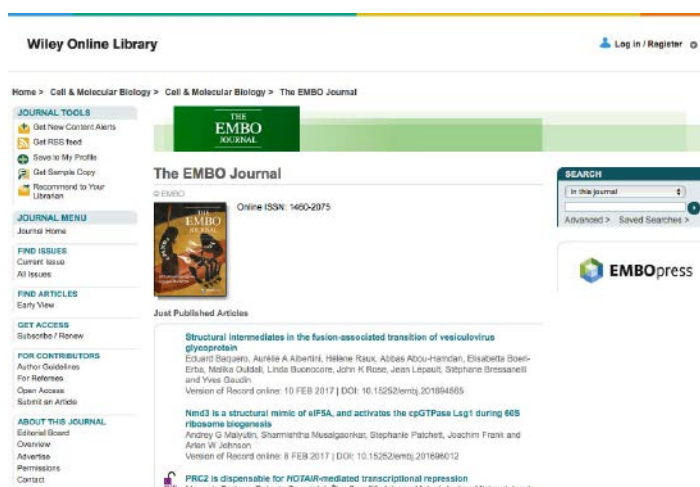
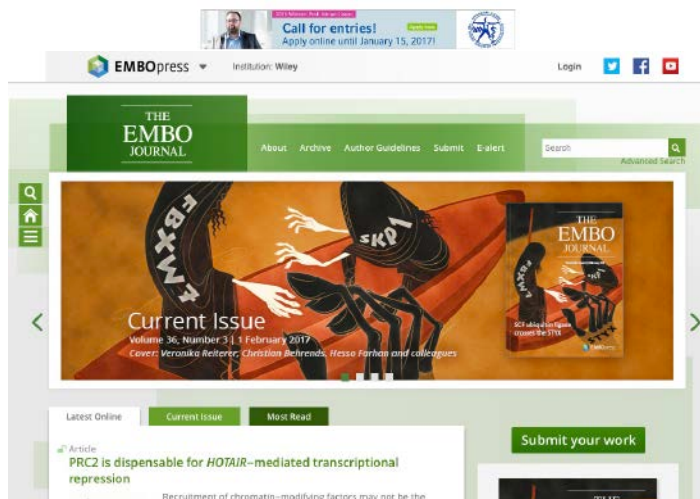
Data format: JPEG, GIF

Size of data: max. 40 KB

Landing page: please specify the exact URL to which the banner ad should link.

Exception content alert: only static banner ads, no animated GIF and no Flash.

Please provide the requested files by e-mail to your media account who will take care of all further steps.



WILEY Online Library (WOL) - onlinelibrary.wiley.com

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With several million unique visitors each month, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter.

Overall usage [million]	
Unique User	14
Visits	20
Page Views	83

For more information on online opportunities for the EMBO Press publications please contact

DACH: Dr. Stefanie Krauth
P: 0049 6201-606728
E: mkrauth@wiley.com

UK: Stephen Parkes
P: 0044 1243-770367
E: sparkes@wiley.com

US: Joe Tomaszewski
P: 001 201-748-8895
E: jtomaszewski@wiley.com