

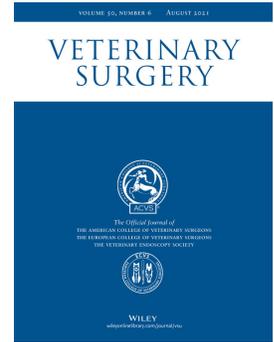


### Veterinary Surgery

*Veterinary Surgery* delivers the most up-to-date coverage of surgical and anesthetic management of animals with the goal of addressing significant problems in veterinary surgery. As the official publication of American College of Veterinary Surgeons, veterinarians around the world look to the journal for the latest news and relevant information in veterinary surgery. The journal provides peer-reviewed articles covering:

- Surgical techniques
- Diagnostic aims
- Care of infections
- Advances in knowledge of metabolism as it affects the surgical patient

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#### Editor-in-Chief:

Dominique Griffon, Western University

#### Audience:

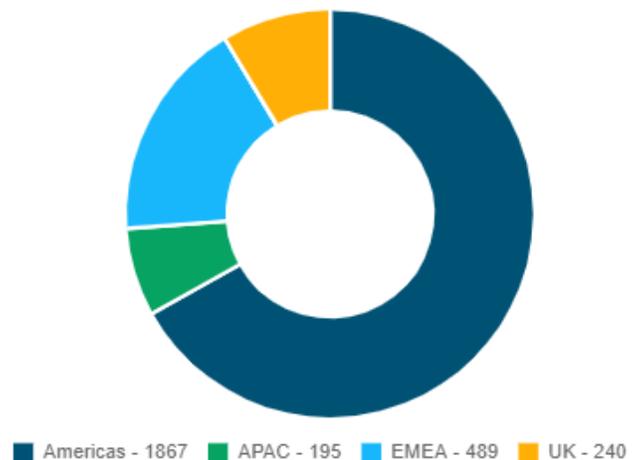
*Veterinary Surgery* informs veterinarians around the world seeking the latest news and relevant information in veterinary surgery and focused on all elements of surgery in animals.

[Learn more about the Veterinary Medicine Portfolio >>](#)

### Reach

Print	Total Print (Paid Subscription)	2,791
	Frequency	8 issues per year
Digital	Unique Visitors on Wiley Online Library in 2020	278,401
	Average Monthly Page Views in 2020	95,744
	Full Text Downloads in 2020	468,586

Print Circulation by Region



## 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.

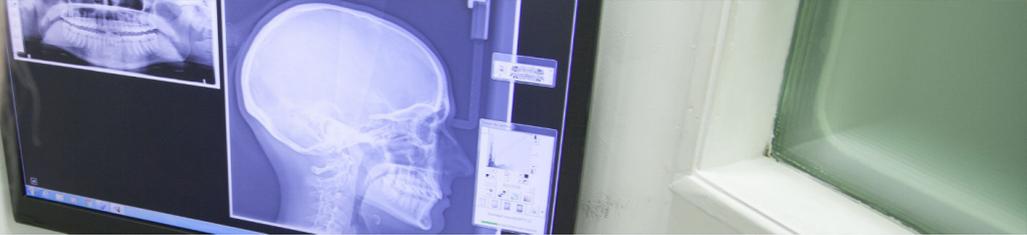
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Full Page Mono	\$ 1,480.00
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Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Half Page Mono
1x	\$ 1,480.00	\$ 965.00
3x	\$ 1,436.00	\$ 936.00
6x	\$ 1,391.00	\$ 907.00
12x	\$ 1,347.00	\$ 878.00
24x	\$ 1,302.00	\$ 849.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,545.00	

## Issue Deadlines

Issue date	Booking Deadline	Materials Due	Inserts Due
51:1 January 2022	12-05-2021	12-11-2021	12-24-2021
51:2 February 2022	01-02-2022	01-08-2022	01-23-2022
51:3 April 2022	03-03-2022	03-09-2022	03-22-2022
51:4 May 2022	04-03-2022	04-09-2022	04-23-2022
51:5 June 2022	06-02-2022	06-08-2022	06-21-2022
51:6 August 2022	07-03-2022	07-09-2022	07-23-2022
51:7 October 2022	09-04-2022	09-10-2022	09-23-2022
51:8 December 2022	10-02-2022	10-08-2022	10-23-2022



### Digital Statistics for Veterinary Surgery

Unique Visitors on WOL for Veterinary Surgery in 2020: 278,401

#### Unique Visitors on WOL by Region

Americas	EMEA	UK	APAC	Other
30%	16%	11%	25%	18%

Average Monthly Page Views for Veterinary Surgery in 2020: 95,744

#### Page Views by Region

Americas	EMEA	UK	APAC	Other
34%	22%	14%	13%	17%

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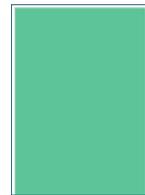
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### Print Ad Specifications

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

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

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm  7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm  3.5" x 10.0"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm  7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm  3.5" x 5.0"

### Digital Ad Specifications

#### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px	Ad size: 300px x 250px	Ad size: 1237px x 1631px

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#### Cover Tip/Belly Bands & Inserts Materials

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