

WILEY

# Wiley Corporate Solutions

Connect  
through Content

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Digital Channels

Enhanced Content

Custom Advertising

[corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)

# Connect Through Content

For over 200 years, Wiley's content has been shaping minds in fields of science and medicine to improve outcomes in health, professional practice, research and education.

Founded in 1807 – today, Wiley collaborates with over 800 scientific, medical and professional societies to produce world-class content trusted by experts and thought leaders around the world. Through our access to healthcare and research communities, and a diverse portfolio of trusted medical and scientific content, we bring content-enabled solutions that engage and impact your target market.

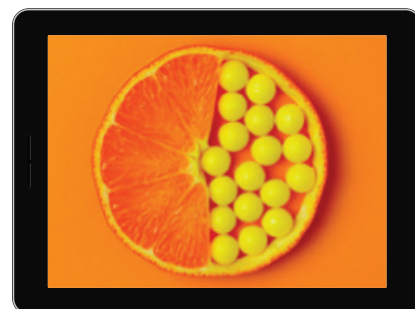
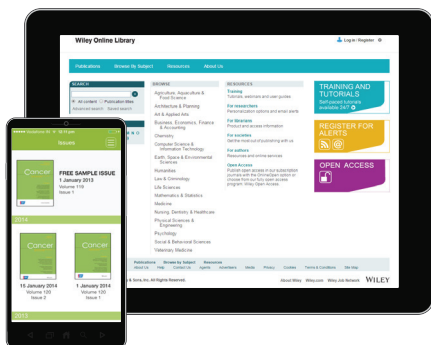
Wiley Corporate Solutions is Wiley's business-to-business brand that leverages our publishing heritage and content expertise to help marketers reach and engage their target audience with high-value quality content across a multitude of channels.

## Whatever your need, the Wiley Corporate Solutions team can bring our expertise to customize the best solution

- Audience engagement
- Awareness
- Brand loyalty
- Brand reach
- Drive traffic
- KOL advocacy and development
- Lead generation
- Learning
- Market shaping pre- and post-launch
- Thought Leadership

## Wiley Corporate Solutions takes your brand further

How Wiley Corporate Solutions drives your marketing strategy with customized solutions delivered in your choice of platforms:



### Trusted Content

Independent, peer-reviewed content published in Wiley's internationally respected journals to help you champion your products across industries from pharmaceutical, healthcare, chemistry, and more.

### Access to Unparalleled Communities

Wiley Corporate Solutions delivers precise targeting of highly relevant markets through access to more than 800 prestigious medical, sciences, and academic societies.

### Innovative Marketing Strategies

Whatever your business need, we provide winning content solutions to drive engagement with the target audience at every stage of your product lifecycle.

# Wiley's content

Great content – evidence-based and peer-reviewed, adds value and builds trust with audiences; ultimately shaping perceptions and behavior.

Engage and educate your target audience with independent, peer-reviewed content from over 1,500 of Wiley's journals trusted by professionals across the world. Wiley Corporate Solutions' innovative approach to content taps on Wiley's breadth and depth of content to create powerful content solutions for your brand.

## Health Sciences

Content spanning across 39 therapeutic areas, indexed in MEDLINE and PubMed published



Addiction



Allergy and Immunology



Anesthesia and Pain Medicine



Cardiology



Dentistry



Dermatology



Emergency Medicine



Endocrinology



Gastroenterology and Hepatology



General and Internal Medicine



Genetics



Geriatrics



Health and Social Care



Hematology and Transfusion



Infectious Disease



Medical Education



Nephrology



Neurology



Nursing



Nutrition and Dietetics



Obstetrics and Gynecology



Occupational and Physical Therapy, Sports Medicine



Oncology



Ophthalmology



Otolaryngology



Pathology



Pediatrics



Pharmacology



Psychiatry



Radiology



Respiratory Medicine



Rheumatology



Surgery



Transplantation



Urology and Andrology

# Life Sciences

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Anatomy & Physiology



Aquatic Science



Biotechnology



Cell & Molecular Biology



Ecology, Conservation & Evolution



Earth, Environmental & Space Sciences



Entomology



Genetics



Food Science & Technology



Microbiology



Neuroscience



Plant Science



Zoology



## CURRENT PROTOCOLS

The Fine Art of Experimentation

The leading source of laboratory protocols for over 25 years, with over 16,000 peer-reviewed, regularly updated techniques and procedures that are indexed in PubMed and Scopus.



# Physical Sciences

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Chemistry



Computer  
Science



Energy



Engineering



Materials  
Sciences



Nanotechnology



Physics



Polymer  
Science



Statistics &  
Mathematics

## Community Portals

Create content and connect through Wiley's community portals that provide highly specialized professionals free access to a diverse library of webinars, video content, articles and industry news.

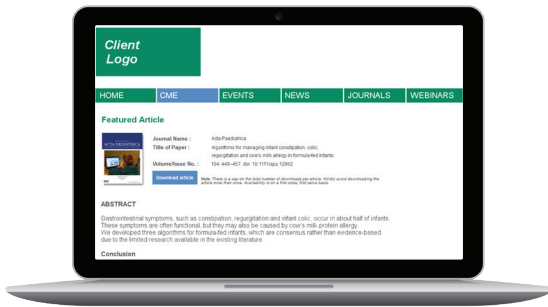
Engage your target audience in real time on your new products by hosting a webinar on one of Wiley's portals.



# Wiley's Solutions

Discover our full range of high quality and credible content enabled solutions. For any other content needs, our team will be able to advise you on the bespoke options.

## Wiley Content Feeds



## Drive stickiness to your website with a dynamic feed of tailored content

Producing content consistently to keep their target audience engaged is a key challenge for marketers. Wiley Content Feeds deliver a tailored feed of Wiley journal articles and make them available on your website to drive sustained engagement with your site visitors.

- Position your brand around thought leadership
- Drive regular traffic to your website with consistent updates of the latest peer-reviewed and credible Wiley content
- Capture data as site visitors download articles and obtain insights on their content preferences

## Sponsored Subscriptions



## Provide high value for your most important key opinion leaders

Connect with your key opinion leaders by helping them stay ahead of high-impact research in their field through a complimentary subscription to a leading journal in their field.

- Create a value-based interaction between your brand and your key opinion leaders through a complimentary access to independent, peer-reviewed content published in Wiley's top medical journals
- Enrich your key opinion leaders and help them develop professionally

## Reprints and ePrints



## Credible, independent evidence to validate your brand message

Pivotal influence in clinical decision making comes from credible evidence. With print and digital reprint options available, you can establish your brand message by disseminating high-quality evidence communicated in peer-reviewed medical articles from clinical opinion leaders published in our high-impact prestigious journals.

- Leverage authoritative content from over 1,600 peer-reviewed journals to support your brand message
- Bridge the information gap for physicians by providing with the latest clinical evidence and speed up the translation of clinical evidence into practice
- Provide a compendium of selected articles or abstracts for focused communications about a specific topic
- Empower physicians with up-to-date, information to make the better clinical decisions

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## Wiley Professional Academy



## Connect with your audience through customized e-learning programs

Wiley Professional Academy is our new e-learning platform designed to connect you to your audience using high quality, engaging content, ranging from article based modules, to more extensive programs.

With intuitive and modern functionality, learning activities can be completely customized using your specialized content, or by leveraging Wiley's peer reviewed journal articles.

- Sponsors can incorporate their own content, and/or peer-reviewed content provided by Wiley, into the learning activities.
- Users access high-quality, engaging courses, ranging from article-based learning through to programs with intuitive workflows and interactive features.
- Users can receive certificates following successful completion of the courses.

## Guideline Apps

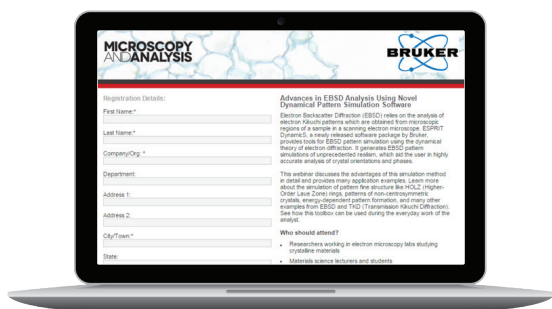


## Support clinical decision making for physicians on-the-go

Guideline apps featuring treatment guidelines, drug information and other tools make it easier for physicians manage and coordinate care. Interface guideline apps are designed for use in diverse environments, adding value by delivering complex content – such as tables – in a practical, easy-to-navigate format at point of use.

- Support medical practice by providing up-to-date medical information that is easily accessible for physicians on-the-go
- Ensure information accuracy and credibility with up-to-date content indexed in PubMed and MEDLINE that physicians can rely on for credible guidance
- Enhance the utility of the app with added functions such as dosage calculator

## Webinars



## Cost-effective, real time interaction with target audience

Webinars enable real time communication with your target audience in an immersive online environment. Drive registration and attendance for a successful webinar by hosting your webinar on one of Wiley's community websites, or by complementing the webinar with email and advertising campaigns with our engaged network of healthcare professionals.

- Generate high quality leads
- Build thought leadership and brand recognition as subject experts provide valuable real time feedback to attendees
- Maximize audience reach by extending the life of event, and providing webinar content on demand post-event

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## Journal Supplements and Special Issues

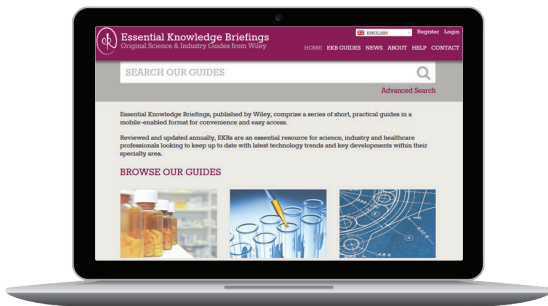


## Extend your brand by building on ours

Grow brand awareness with extra issues of peer-reviewed Wiley journals – supporting the educational needs of your target audience, as well as validating their content. Our supplements are the ideal vehicle for delivering cutting-edge information about your products and services to a targeted readership of opinion leaders and decision makers.

- High levels of reader engagement on our highly respected journals and reputation as the largest society publisher
- Guaranteed quality and editorial independence with peer-reviewed content authored by leading experts
- Distribution to a wider audience via targeted mailing lists

## Essential Knowledge Briefings



## Concise, timely and targeted content that resonates with specialized audiences

Wiley's Essential Knowledge Briefings (EKBs) offer a concise overview (~5,000 words in length) of key developments or technologies for professionals within highly specialized fields. EKBs are reviewed and updated annually, with sponsorship of an EKB providing topic exclusivity for one year.

- Niche topics written and published by Wiley resonate with specialized audiences
- Generate leads in your highly specialized community through quality content
- Establish thought leadership in your field, with topic exclusivity for one year

## Editor Workshops



## Enhance brand reputation by supporting your community's publication goals

Through our network of prestigious international journal editors, you can support the publication efforts of your medical and scientific community by sponsoring editor tours that educate your target audience on how they can achieve their publication goals. Facilitate the delivery of first-hand, expert advice by Chief Editors of top journals to educate your target audience on research design, how they can successfully write and publish manuscripts, alongside therapy area and specific topics.

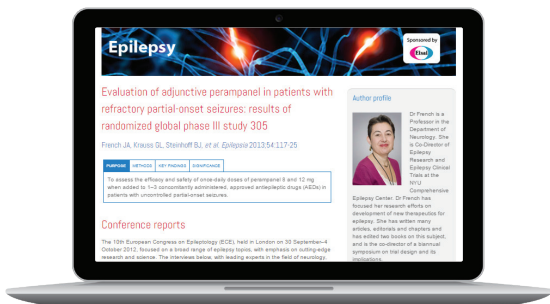
- Make a long-lasting impact on your community by helping them increase scientific output and opportunities for international collaboration and recognition through publication.
- Provide relevant and valued education programs – editorial workshops conducted by editorial board members of a journal in your therapy area are well-received and well-attended by decision makers in the medical and scientific community

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## Microsite Development

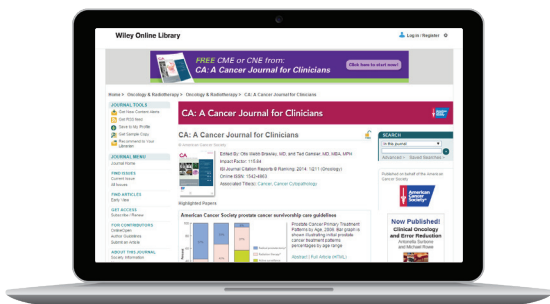


## Branded content site for your specific marketing goals

A microsite – a mini-website, brings together high-quality content and innovative learning tools with a specific focus to coordinate interactions with your target audience.

- Strengthen your brand, and center the conversation on the microsite around your brand
- Drive a clear path for action on your campaign message with tightly focused content on your microsite
- Increase engagement on your microsite with only the most relevant and specific information for your target audience

## Advertising



## Extend your reach to your target audience

Access your target audience within our 12.2 million monthly unique visitors to Wiley Online Library who are highly engaged on our content and reach physicians on their preferred medium with online or print advertising options.

- Effectively target a precise audience defined by a top journal title in your therapeutic area and its medical society affiliations
- Create brand awareness and put your brand in front of the key opinion leaders and healthcare professionals you want to reach
- Drive high-quality visitors to your site through an online advertising

## Journal Apps

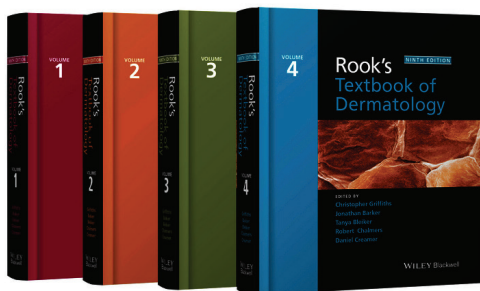


## Create meaningful interactions with your physicians on mobile

Wiley's Journal Apps display Wiley content on mobile devices, offering unique advantages of journal app advertising opportunities. With over 200 journal apps, and 39 of our journal apps ranking in the Top 100 app on Apple's Newsstand's Science category, deliver your brand message to the right audience.

- Leverage new rich media advertising capabilities – 360° product visualizations, whitepaper delivery, for more meaningful interactions with your audience
- Maximize return on digital advertising investment and expand your reach to mobile HCPs
- Deliver brand message while tracking engagement

## Books and e-books



## Encourage continuous learning through a trusted source

Wiley's Online books collection provides a combination of theory with expert advice, clinical tips, latest techniques and practical know how for students, clinicians, health professionals and researchers. Our collections are available in print and a variety of digital formats such as on DVD, on a pen drive or online.

- Reinforce your brand messaging by sharing extensive and updated content from our large variety of titles covering all major branches of health, life and physical sciences
- Leverage respected content written in partnership with leading medical associations
- Reprint a specific chapter for focused communications

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# Our Journal Collection and Affiliations

Interface offers access to Wiley's highly-respected publications and learning tools to support you in championing your products and services to your target audience.

Engage your target audience through independent, peer-reviewed content spanning across 39 therapeutic areas, and indexed in PubMed and MEDLINE.

**Reach out to over 800 medical and scientific societies that we partner with**

Therapeutic Areas	Publications	Society Affiliations
Allergy & Clinical Immunology	International Forum of Allergy & Rhinology	American Academy of Otolaryngic Allergy
Allergy & Clinical Immunology	Clinical & Experimental Allergy	British Society for Allergy & Clinical Immunology
Allergy & Clinical Immunology	Allergy	European Academy of Allergy and Clinical Immunology
Allergy & Clinical Immunology	Pediatric Allergy and Immunology	European Academy of Allergy and Clinical Immunology
Andrology	Andrology	American Society of Andrology
Blood Transfusion	Transfusion Medicine	British Blood Transfusion Society
Blood Transfusion	ISBT Science Series: The International Journal of Intracellular Transport	International Society of Blood Transfusion
Blood Transfusion	VOX Sanguinis	International Society of Blood Transfusion
Cardiovascular Disease	Echocardiography	International Society of Cardiovascular Ultrasound
Dermatology	Journal of Cutaneous Pathology	American Society of Dermatopathology
Dermatology	British Journal of Dermatology	British Association of Dermatologists
Dermatology	Clinical & Experimental Dermatology	British Association of Dermatologists
Dermatology	Journal of The European Academy of Dermatology & Venereology	European Academy of Dermatology and Venereology
Dermatology	Journal of Cosmetic Dermatology	European Society for Cosmetic and Aesthetic Dermatology
Dermatology	Contact Dermatitis	European Society of Contact Dermatology (ESCD)
Dermatology	International Journal of Dermatology	International Society of Dermatology

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Therapeutic Areas	Publications	Society Affiliations
Dermatology	Wound Repair and Regeneration	Wound Healing Society
Diabetes	Diabetic Medicine	Diabetes UK
Endocrinology	Clinical Endocrinology	Clinical Endocrinology Trust (CET)
Endodontics	International Endodontic Journal	British Endodontic Society
Esthetic Dentistry	Journal of Esthetic and Restorative Dentistry	American Academy of Esthetic Dentistry
Gastroenterology & Hepatology	Neurogastroenterology & Motility	European Society of Neurogastroenterology and Motility
Gastroenterology & Hepatology	Journal of Gastroenterology and Hepatology	Journal of Gastroenterology and Hepatology Foundation
General Dentistry	International Dental Journal	World Dental Federation
Geriatric Medicine	Journal of American Geriatrics Society	American Geriatrics Society
Gerodontology	Gerodontology	British Society of Gerodontology
Heart Failure	European Journal of Heart Failure	European Society for Cardiology
Hematology	Transfusion	American Association of Blood Banks
Hematology	British Journal of Haematology	British Society for Haematology
Hematology	Haemophilia	Hemostasis & Thrombosis Research Society (HTRS)
Hematology	Journal of Thrombosis and Haemostasis	International Society on Thrombosis and Haemostasis
Hepatology	Hepatology	American Association for the Study of Liver Diseases
Hepatology	Clinical Liver Disease	American Association for the Study of Liver Diseases
Hepatology	Liver International	International Association for the Study of the Liver
Immunology	Immunology	British Society for Immunology
Immunology	Clinical & Experimental Immunology	British Society for Immunology

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Immunology	European Journal of Immunology	European Federation of Immunological Societies
Nephrology	Seminars In Dialysis	American Society of Diagnostic and Interventional Nephrology
Nephrology	Nephrology	Asian Pacific Society of Nephrology
Nephrology	Therapeutic Apheresis and Dialysis	International Society for Apheresis (ISA)
Nephrology	Hemodialysis International	International Society for Hemodialysis
Neurology	Headache	American Headache Society
Neurology	Journal of Neuroimaging	American Society of Neuroimaging
Neurology	Annals of Neurology	Child Neurology Society
Neurology	European Journal of Neurology	European Federation for Neurological Societies
Neurology	Journal of Sleep Research	European Sleep Research Society
Neurology	Epilepsia	International League Against Epilepsy
Neurology	Epileptic Disorders	International League Against Epilepsy
Neurology	Neuromodulation: Technology at The Neural Interface	International Neuromodulation Society
Neurology	Movement Disorders Clinical Practice	Movement Disorder Society
Neurology	Journal of The Peripheral Nervous System	Peripheral Nerve Society
Neurology	Movement Disorders	The Movement Disorder Society
Nutrition	Journal of Human Nutrition & Dietetics	British Dietetic Association
Nutrition	Nutrition Bulletin	British Nutrition Foundation
Obesity	Obesity	The Obesity Society (TOS)
Obesity	Obesity Reviews	World Obesity

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Therapeutic Areas	Publications	Society Affiliations
Obesity	Clinical Obesity	World Obesity
Obesity	Pediatric Obesity	World Obesity
Obstetrics	Bjog : An International Journal of Obstetrics & Gynaecology	Royal College of Obstetricians and Gynaecologists
Obstetrics	The Obstetrician & Gynaecologist	Royal College of Obstetricians and Gynaecologists
Obstetrics & Gynecology	Prenatal Diagnosis	International Society for Prenatal Diagnosis
Obstetrics & Gynecology	Ultrasound in Obstetrics & Gynecology	International Society of Ultrasound in Obstetrics and Gynecology
Obstetrics & Gynecology	International Journal of Gynecology & Obstetrics	The International Federation of Gynecology and Obstetrics
Oncology & Radiotherapy	CA: A Cancer Journal for Clinicians	American Cancer Society
Oncology & Radiotherapy	Cancer	American Cancer Society
Oncology & Radiotherapy	Cancer Cytopathology	American Cancer Society
Oncology & Radiotherapy	International Journal of Cancer	Union for International Cancer Control
Ophthalmology	Acta Ophthalmologica	European Association for Vision & Eye Research
Orthopedics	Journal of Orthopaedic Research	Orthopaedic Research Society
Otolaryngology (Ear, Nose & Throat)	The Laryngoscope	American Laryngological Association (ALA)
Otolaryngology (Ear, Nose & Throat)	Clinical Otolaryngology	British Association of Otolaryngologists and The Oto-Rhino-Laryngology Research Society
Otolaryngology (Ear, Nose & Throat)	ENT Today	Triological Society
Pain Medicine	Pain Practice	World Institute of Pain
Periodontology	Journal of Clinical Periodontology	European Federation of Periodontology

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Therapeutic Areas	Publications	Society Affiliations
Prosthodontics	Journal of Prosthodontics	American College of Prosthodontists
Psychiatry	Bipolar Disorders	International Society for Bipolar Disorders (ISBD)
Psychiatry	Asia-Pacific Psychiatry	Pacific Rim College of Psychiatry
Respiratory Medicine	Respirology	Asian Pacific Society of Respirology
Rheumatology	Arthritis & Rheumatology	American College of Rheumatology
Rheumatology	Arthritis Care and Research	American College of Rheumatology
Rheumatology	The Rheumatologist	American College of Rheumatology
Rheumatology	International Journal of Rheumatic Diseases	Asia Pacific League of Associations for Rheumatology
Surgery & Surgical Specialties	British Journal of Surgery	British Journal of Surgery Society
Surgery & Surgical Specialties	Journal of Hepato-biliary-Pancreatic Sciences	Japanese Society of Hepato-Biliary-Pancreatic Surgery
Transplantation	Liver Transplantation	American Association for the Study of Liver Diseases
Transplantation	American Journal of Transplantation	American Society of Transplant Surgeons
Transplantation	Transplant International	European Liver and Intestine Transplant Association
Transplantation	Xenotransplantation	International Xenotransplantation Association
Transplantation	Transplant Infectious Disease	Transplantation Society
Urology	BJU International	British Association of Urological Surgeons

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# Some of Our Clients

Abbott Healthcare	Fusion Healthcare	Nestle
Abbott India	Galderma	Novartis
Akumentis	GE Healthcare	Novo Nordisk
Alembic	German Remedies	Panacea Biotec
Alkem	Glenmark	Pfizer
Aristo	GlaxoSmithKline	Pulse Pharma
Astellas	Hetero	Reckitt Benckiser
Astra Zeneca	Indoco	Roche
Bausch+Lomb	Intas	Sanofi-Aventis
Baxter	IPCA	Shire
Bayer	Janssen	Strides Shasun
Biocon	JBCL	Sun Pharma
Bristol-Myers Squibb	Jubilant	Torrent
Boehringer-Ingelheim	Lupin	UCB
Cadila Pharma	Macleods	Unichem
Cipla	MeadJohnson	Wallace
Dr Reddy's	Microlabs	Wanbury
Eisai	Modi-Mundipharma	Win-Medicare
Emcure	MSD	Wockhardt
Fresenius Kabi	Mylan	Zodus Cadila

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