



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:

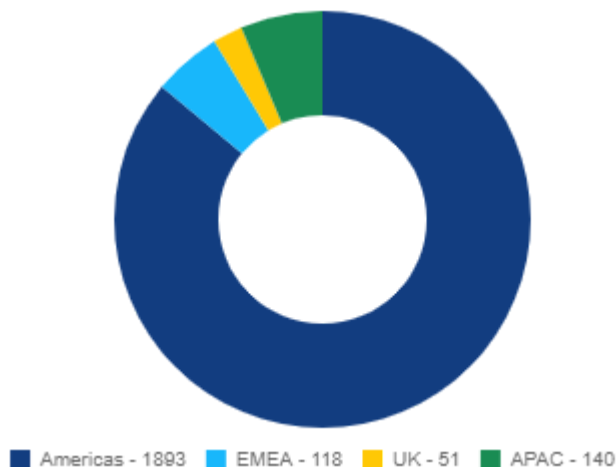
Veterinary Surgery informs veterinarians around the world seeking the latest news and relevant information in veterinary surgery and focused on all elements of surgery in animals.

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

Reach

Print	Total Print (Paid Subscription)	2,202
	Frequency	8 issues per year
Digital	Unique Visitors on Wiley Online Library	424,556
	Average Monthly Page Views	104,632
	Full Text Downloads	488,864

Print Circulation by Region



For More Information

Mark Mrvica, markmrvica@mrvica.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	\$ 1,615.00
Full Page Color	\$ 3,310.00
Half Page Mono	\$ 1,055.00
Half Page Color	\$ 2,745.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
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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	Full Page Colour
1x	\$ 1,615.00	\$ 3,310.00
3x	\$ 1,570.00	\$ 3,210.00
6x	\$ 1,525.00	\$ 3,115.00
12x	\$ 1,475.00	\$ 3,015.00
24x	\$ 1,425.00	\$ 2,915.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,695.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
53:1 January 2024	12-04-2023	12-11-2023	12-25-2023
53:2 February 2024	12-19-2023	12-22-2023	01-15-2024
53:3 April 2024	03-04-2024	03-11-2024	03-25-2024
53:4 May 2024	04-03-2024	04-10-2024	04-24-2024
53:5 July 2024	06-03-2024	06-10-2024	06-24-2024
53:6 August 2024	07-01-2024	07-08-2024	07-22-2024
53:7 October 2024	09-02-2024	09-09-2024	09-23-2024
53:8 November 2024	10-07-2024	10-14-2024	10-28-2024

For More Information

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Digital Statistics for Veterinary Surgery

Unique Visitors on WOL for Veterinary Surgery in 2022: 424,556				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
20.9%	20.2%	6.1%	6.6%	46.2%

Average Monthly Page Views for Veterinary Surgery in 2022: 104,632				
Page Views by Region				
Americas	EMEA	UK	APAC	Other
29.1%	20%	8.6%	7.9%	34.4%

Banner Advertising

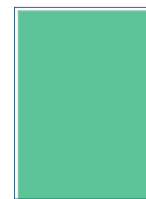
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Print Ad Specifications

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

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)
Full Page	210.0 x 276.0 mm 8.25" x 10.875"	216.0 x 282.0mm 8.5" x 11.102"
Half Page - Horizontal	210.0 x 138.0 mm 8.25" x 5.43"	216.0 x 144.0mm 8.5" x 5.66"
Half Page - Vertical	105.0 x 276.0 mm 4.13" x 10.875"	111.0 x 282.0mm 4.37" x 11.102"
Quarter Page	105.0 x 138.0 mm 4.13" x 5.43"	108.0 x 141.0mm 4.25" x 4.55"
Spread	420.0 x 276.0 mm 16.55" x 10.875"	426.0 x 282.0mm 16.77" x 11.102"

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Print Ad Specifications

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Ad size: w x h 105.0 mm x 276.0 mm 4.13" x 10.875"	Ad size: w x h 105.0 mm x 138.0 mm 4.13" x 5.43"

Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

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

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