AIDS

198
Total Subscribers

153,908
Infectious Disease Specialty Average Monthly Visits

Format

Print and Online

Website

http://www.aidsonline.com/

Specialty

Infectious Disease

Audience

AIDS/HIV specialists and researchers, infectious diseases physicians, virologists, immunologists, and epidemiologists

Content Focus

AIDS, publishes the very latest groundbreaking research on HIV and AIDS and continues to lead the field. Read by all the top clinicians and researchers, *AIDS* has the highest impact of all AIDS-related journals. With 15 issues per year, *AIDS* guarantees the authoritative presentation of significant advances. The Editors, themselves noted international experts who know the demands of your work, are committed to making *AIDS* the most distinguished and innovative journal in the field.

Editor-in-Chief

JA Levy

Editors

Roel A. Coutinho
Sarah L. Rowland-Jones
Michael S. Saag

Frequency

15 / year

Advertising Guidelines

New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL
Total Subscribers	101	97	198

Print Circulation	29	36	65
Online-Only Circulation	72	61	133

Digital Audience Engagement

	US	ROW	TOTAL
Infectious Disease Specialty Average Monthly Visits	53,869	100,039	153,908
Infectious Disease Specialty Average Monthly Page Views	77,738	164,628	242,366

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure.

Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing enewsletter from the editors of Lippincott's most valuable news sources. Specialty targeted, spotlight, journal and society branded enewsletter options available.

Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide

HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	$2,465	$2,465	$1,680	$1,680

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 50% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 2.5 times earned B/W (PI) page rate

4-page: 4.5 times earned B/W (PI) page rate

8-page: 8.5 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your Sales Representative for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
$1,375	$940	$625	$410

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our reprints portal. Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

	Run of Book	Career & Events Section Space and	Run of Book Print	Insert	Approximate Mail

Issue	Space	Materials	Materials	Materials	Date
January 1	11/10/2023	11/15/2023	11/22/2023	11/22/2023	12/13/2023
February 1	11/23/2023	11/28/2023	12/5/2023	12/5/2023	1/3/2024
March 1	1/5/2024	1/10/2024	1/17/2024	1/17/2024	2/7/2024
March 15	2/2/2024	2/7/2024	2/14/2024	2/14/2024	3/6/2024
April 1	2/16/2024	2/21/2024	2/28/2024	2/28/2024	3/20/2024
May 1	3/6/2024	3/11/2024	3/18/2024	3/18/2024	4/10/2024
June 1	4/4/2024	4/9/2024	4/16/2024	4/16/2024	5/8/2024
July 1	5/1/2024	5/7/2024	5/14/2024	5/14/2024	6/5/2024
July 15	5/31/2024	6/5/2024	6/12/2024	6/12/2024	7/3/2024
August 1	6/14/2024	6/19/2024	6/26/2024	6/26/2024	7/17/2024
September 1	7/5/2024	7/10/2024	7/17/2024	7/17/2024	8/7/2024
October 1	8/1/2024	8/6/2024	8/13/2024	8/13/2024	9/4/2024
November 1	8/30/2024	9/4/2024	9/11/2024	9/11/2024	10/2/2024
November 15	10/4/2024	10/9/2024	10/16/2024	10/16/2024	11/6/2024
December 1	10/18/2024	10/23/2024	10/30/2024	10/30/2024	11/20/2024

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding

Notch

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	7"	x	10"	8 3/8"	x	11 3/16"
1/2 page horizontal:	7"	x	4 7/8"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 3/8"	x	10"	4 1/4"	x	11 3/16"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"
1/8 page:	3 1/2"	x	2 1/8"

Download Career & Events Section guidelines

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Submit a sample of proposed insert to the Sales Representative for approval.

Sizes: 8 3/8" x 11 3/16", includes 3/16" trim from top and 1/8" from the bottom, outside edge and gutter; live matter to be 1/2" from trim. Jogs to top. Supply multiple leaf inserts folded. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.

Paper Stock: 100 lb. textweight maximum for single leaf; 80 lb. textweight maximum for multiple leaf.

Quantity: Contact Production Associate.

Packing Instructions: Carton packing preferred with quantity, publication and issue clearly indicated.

Shipping Address: Contact Production Associate.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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