

# Asia Pacific Allergy

98,560

Allergy & Immunology Specialty Average Monthly Visits

## Format

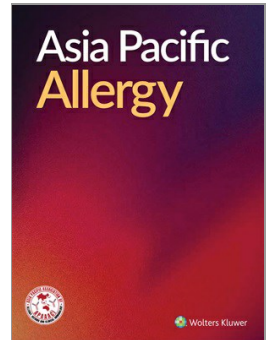
Online Only

## Website

<https://journals.lww.com/apallergy>

## Specialty

Allergy & Immunology; Pulmonary; Dermatology



## Content Focus

*Asia Pacific Allergy (AP Allergy)* is the official journal of the Asia Pacific Association of Allergy, Asthma and Clinical Immunology (APAAACI). Although the primary aim of the journal is to promote communication between Asia Pacific scientists who are interested in allergy, asthma, and clinical immunology including immunodeficiency, the journal is intended to be available worldwide.

To enable scientists and clinicians from emerging societies to appreciate the scope and intent of the journal, early issues will contain more educational review material. For better communication and understanding, it will include rational concepts related to the diagnosis and management of asthma and other immunological conditions. Over time, the journal will increase the number of original research papers to become the foremost citation journal for allergy and clinical immunology information of the Asia Pacific in the future.

## Organizational Affiliation

Asia Pacific Association of Allergy, Asthma and Clinical Immunology (APAAACI)

## Impact Factor

2.1

## Impact Factor Ranking

23/39 in Allergy category

## Editor-In-Chief

Luo Zhang

## Co-Editor-In-Chief

Ruby Pawankar

## Frequency

Bimonthly

## Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## Digital Audience Engagement

	US	ROW	TOTAL
Allergy & Immunology Specialty Average Monthly Visits	30,487	68,073	98,560
Allergy & Immunology Specialty Average Monthly Page Views	40,633	100,761	141,394

## 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 newsletter from the editors of Lippincott's most valuable news sources. Specialty targeted, spotlight, journal and society branded newsletter 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 newsletters 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.

## 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

## 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 are developed in electronic format 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.

# 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.

## Closing Dates

Contact your Sales Representative for closing dates and availability.

# Online Specifications

### Advertising Representative (U.S.)

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