

# Current Opinion in Lipidology

- 136 Total Subscribers
- 8,615 Average Monthly Visits

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Journal Cover Image

## Website

<http://www.co-lipidology.com/>

## Content Focus

With its easy-to-digest reviews on important advances in world literature, *Current Opinion in Lipidology* offers expert evaluation on a wide range of topics from six key disciplines including nutrition and metabolism, genetics and molecular biology, and hyperlipidaemia and cardiovascular disease. Published bimonthly, each issue covers in detail the most pertinent advances in these fields from the previous year. This is supplemented by a section of Bimonthly Updates, which deliver an insight into new developments at the cutting edge of the disciplines covered in the journal.

## Impact Factor

4.254

## Impact Factor Ranking

12 of 65 Peripheral Vascular Disease  
33 of 143 Endocrinology & Metabolism  
85 of 297 Biochemistry & Molecular Biology

## Editor-in-Chief

Robert A. Hegele

## Frequency

6 issues / year

## Advertising Guidelines

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

## Distribution

Print Circulation: 51  
Online-Only Circulation: 85  
Total Subscribers: 136

## Website Engagement

Average Monthly Visits: 8,615  
Average Monthly Page Views: 11,676

## Run of Book Rates

Rates apply to inclusion in Print issues. A PhysiciansJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

**Volume Full Page Color Full Page B/W (PI) 1/2 Page Color 1/2 Page B/W (PI)**

1x	\$1,145	\$1,145	\$780	\$780
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**Cover and Preferred Position Rates**

- **Cover 2:** 50% of earned B/W (PI) page rate
- **Cover 3:** 25% of earned B/W (PI) page rate
- **Cover 4:** 35% 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
- **6-page:** 6.5 times earned B/W (PI) page rate
- **Larger units, gatefolds, BRCs:** consult Sales Specialist.

**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.

**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.

**3rd Party Emails**

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

**eNewsletters**

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

**Premium Sponsorship Opportunities**

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

**Reprints**

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**

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
February	11/26/2020	12/8/2020	12/8/2020	1/6/2021
April	2/5/2021	2/17/2021	2/17/2021	3/10/2021

Issue	Run of Book	Space Run of Book	Print Materials	Insert Materials	Approximate Mail Date
June	3/30/2021	4/13/2021	4/13/2021	5/5/2021	
August	6/11/2021	6/23/2021	6/23/2021	7/14/2021	
October	8/5/2021	8/17/2021	8/17/2021	9/8/2021	
December	10/8/2021	10/20/2021	10/20/2021	11/10/2021	

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Notched/Perfect

### 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 spread:	15"	x 10"	16 1/2"	x 11 3/16"
Full page:	7"	x 10"	8 3/8"	x 11 3/16"
1/2 page H spread:	15"	x 4 7/8"	16 1/2"	x 5 1/2"
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"

### 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; Type 1 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:** All inserts must be submitted to Sales Representative for approval.

### 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.

### Advertising Representative (U.S.)

- **Name:** Bethann Sands
- **Phone:** 215-882-1097
- **Email:** [bethann.sands@wolterskluwer.com](mailto:bethann.sands@wolterskluwer.com)

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#### **Related Media Kits**

- [Current Opinion in Cardiology](#)
- [Current Opinion in Nephrology and Hypertension](#)

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