Hypertension

5,723,391

Cardiology Specialty Average Monthly Visits



Format

Online Only

Website

https://www.ahajournals.org/journal/hyp

Specialty

Cardiology; Endocrinology; Pharmacology

Content Focus

Hypertension publishes research related to blood pressure and hypertension, including preeclampsia. The journal welcomes fundamental/basic, clinical and population research across multiple disciplines. These include genetics, molecular and cellular biology, biochemistry, pharmacology, physiology, vascular biology, drug-discovery, AI and clinical and epidemiological studies. *Hypertension* also encourages submissions of ground-breaking clinical trials in hypertension. The journal especially welcomes research that provides mechanistic insights underpinning human hypertension.

Organizational Affiliation

American Heart Association

Editor-in-Chief

Rhian M. Touyz, PhD, MD

Frequency

Monthly

Impact, Influence, and Quality Metrics

Learn more at www.ahajournals.org/metrics

Bonus Distribution / Special Issues

Special issue available across the AHA publications and accessible to attendees at the ACC.27-WCC Annual Meeting, International Stroke Conference, and AHA Scientific Sessions.

Advertising Guidelines

Subject to approval by Editor and AHA. Advertising policies in AHA publications apply. New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL

Total Subscribers	26,354	52	26,406
Online-Only Circulation	26,354	52	26,406

Digital Audience Engagement

	US	ROW	TOTAL
Cardiology Specialty Average Monthly Visits	2,171,520	3,551,871	5,723,391
Cardiology Specialty Average Monthly Page Views	3,170,539	6,010,748	9,181,287

Digital Advertising

Website Banners

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. Exclusive, 100% SOV, 3 ad positions & advertisers have the ability to run a different ad in each position.

Spotlight Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing enewsletter from the editors of Lippincott's most valuable news sources.

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.

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.

Case Explorer

Engage HCPs with interactive clinical simulations mirroring real-world decision-making. Designed by medical experts, this tool transforms content into evidence-based, scenario-driven experiences tailored to a therapeutic area. It boosts clinical confidence, deepens engagement, and delivers measurable ROI with seamless integration.

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 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.

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

Download Online Advertising Specs

Advertising Representative (U.S.)

Name: Kelle Gray

Phone: 843-261-4221

Email: kelle.gray@wolterskluwer.com

Advertising Representative (Europe)

Name: Farah Sheikh

Phone: +44 7855 162463

Email: farah.sheikh@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Recruiting Representative (Europe)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Reprints Representative (U.S.)

Name: Meredith Edelman

Phone: 215-356-2721

Email: meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

Name: Therese Tshiteya

Phone: +44 (0)203 197 6513

Email: therese.tshiteya@wolterskluwer.com

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