

Move beyond Advertising

Powering your message across healthcare professionals

It's critical to find compelling ways to present your clients' messages to stand out and get their story in front of the right people and communities.

Wiley serves the full ecosystem of societies, experts, healthcare professionals and the pharmaceutical industry. Our connections, reach and content solutions help drive deeper engagement with target audiences in order to drive clinical impact.

Engage the right audience with the right marketing mix by adding **Wiley Education** and **Wiley Communications** solutions plus **Amplifiers** to your advertising plans.



Education

Sponsor an educational resource or digital event for strategic brand positioning alongside trusted, relevant content. Collaborate with experts in the field to engage with selected audiences and build message credibility.

Communications

Our publication solutions and their enhancements provide an exclusive and distinctive way to support the dissemination of your client's desired message. Use the strengths of our multimedia programs and published work to drive engagement among busy HCPs.

Amplifiers

Enhance your campaigns with additional solutions to power your clients' initiatives to the fullest. Provide even more value-added content to target audiences and expand the reach of a program with Wiley Amplifiers.

Take the opportunity to strategically position your client's brand and make their narrative discoverable, engaging, and impactful.

With a wide variety of titles and channels to choose from, the path to brand recognition and lead generation starts here!

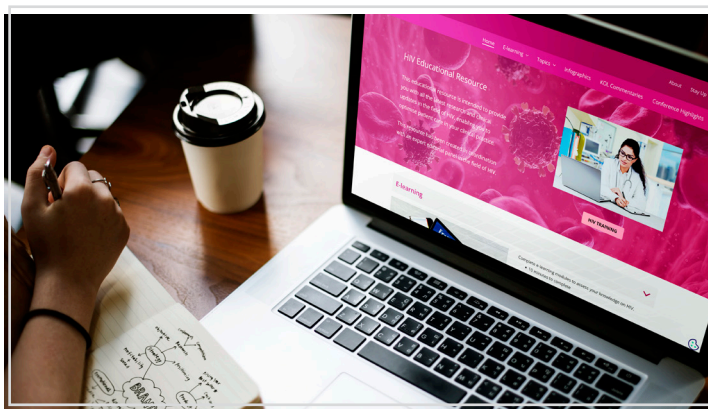
Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your customers can effectively solve problems to support physicians in their daily practice. Our Knowledge Hubs, Conference Hubs and Webinars can help them deliver clear, focused content and deepen engagement with their target audience.

■ Knowledge Hub

Increase disease awareness or address a knowledge gap through sponsorship of an independent go-to education resource for a selected audience.

A Knowledge Hub is an online-learning destination focused on a specific topic. Healthcare professionals are given a unique opportunity to engage with experts and further educate themselves in an unbiased and engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's clinical practice. Content is developed in conjunction with an expert and independent editorial board. It provides users with in-depth information on the latest research findings and practical expert perspectives via a custom combination of engaging content such as Content Feeds, Expert Commentaries, Infographics, Webinars, and more!

Knowledge Hubs help HCPs in their daily practice and will enable your clients to:

- Raise their scientific profile through the association of their brand with valued content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with target audiences
- Boost their program with Wiley-led marketing tactics to drive additional targeted traffic

Take advantage of expert project management for seamless execution.

Pricing

For detailed information on any of these options, please contact your local representative.

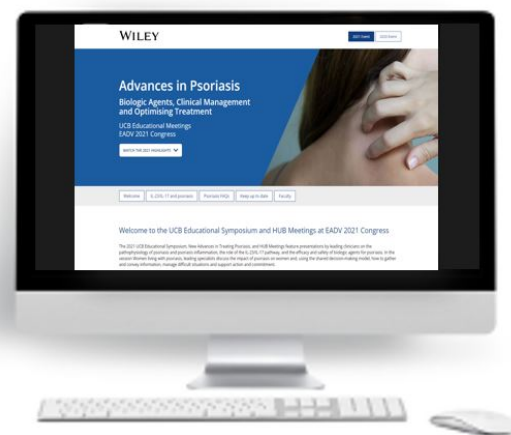
■ Conference Hub

Together, let's make major medical conferences more impactful. Increase the reach of conference outcomes through an independently created online resource, sharing exclusive data and expert insights before, during and after the event.

Use the strengths of the conference's presentations, one or more Key Opinions in Medicine publications and combine these with other solutions like Webinars or E-Learning modules to deepen HCPs' knowledge on a specific topic. Comes with marketing activities to power engagement.

By sponsoring a Conference Hub your customers will benefit from:

- Education of their audience who will make better informed clinical decisions
- Association with independent, validated content building their scientific profile



■ Webinar

Showcase your clients' expertise, generate leads, deepen engagement and build credibility through sponsorship of a Webinar with Wiley. Engage relevant audiences in a familiar online webinar environment on a chosen topic.

Our specialized events team will manage the event including technical aspects and hosting. We will support your client with setting up the agenda, inviting speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

Choose from:

- **Single-Speaker Webinar** - Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar** - Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor



Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting

Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

■ Reprints and Article Discovery Packages

Provide access to a full-length journal article and extend its impact through additional enhancements suiting the evolving content preferences of busy HCPs (e.g. Infographics, Expert Commentaries, Wiley Audio)



Reprints are available in print or digital formats and can be translated if required. Several options are available to give access to ePrints.

Through Reprints and Article Discovery Packages, your brand will benefit from:

- The credibility of authoritative, independent content to support your product messages
- Further dissemination of key educational content driving clinical decisions

■ Supplements

Supplements are a sponsored collection of one or more articles on a common theme. They are published as part of a Wiley B2B or academic journal and distributed to all journal subscribers in a print or online format.



By sponsoring a supplement, HCPs get an unbiased view on a key topic and your brand will benefit from:

- Brand credibility through the association with valued journal/Society brands
- Brand visibility among the engaged journal's readership

■ Key Opinions in Medicine (KOMs)

Key Opinions in Medicine are a rapid, cost-efficient way to reach and engage targeted specialists with collated updates and reviews on a specific topic via an established journal.

Key Opinions in Medicine are often used to disseminate key takeaways from a conference and are available in print or online format.



With Key Opinions in Medicine, healthcare professionals get an unbiased view on a key topic and your brand will benefit from:

- The credibility of authoritative, independent content to support your product messages
- Further dissemination of key educational content driving clinical decisions

■ Digest Editions

Bring key research to local communities. Digest Editions are translated versions of a minimum of three articles from a journal. They are corporate sponsored with articles chosen by an appointed local editor-in-chief.



Digest Editions will help your brand benefit from:

- Brand credibility through the association with valued journal/Society brands
- Deeper engagement with local experts and HCPs

Pricing

For detailed information on any of these options, please contact your local representative.

Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

E-Learning	Generate knowledge and learning that drives behavior change and advances professional development.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On	Get extra printed copies of content products to share.
Wiley Audio	Expand reach and accessibility by offering an audio recording of a Wiley article.
Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.

Pricing

For detailed information on any of these options, please contact your local representative.