

WILEY

ENABLING DISCOVERY | POWERING EDUCATION | SHAPING WORKFORCES

Our capabilities





Market insights

The behaviour of HCPs
towards content

HCPs favor trusted, expert information sources

MEDICAL INFORMATION

41%

of HCPs favor **publisher, society, or journal sources** for medical learning and recent clinical research (the top-rated resource type).

Wiley 2021 Global HCP Survey (n=1,016)



ADVERTISING

5x

Journal platforms were top-rated for source credibility and relevant advertisements and were selected five times more often than **pharma-sponsored** channels.

Wiley 2021 Global HCP Survey (n=1,016)



CHANNEL IMPACT

#1

Online journals were the highest impact vehicle among 28 channels surveyed, based on **influence** and **reach**, outside of live interactions with colleagues.

Taking the Pulse® 2021, Clarivate (n=3,728 physicians globally)



NUMBER OF SOURCES

53%+

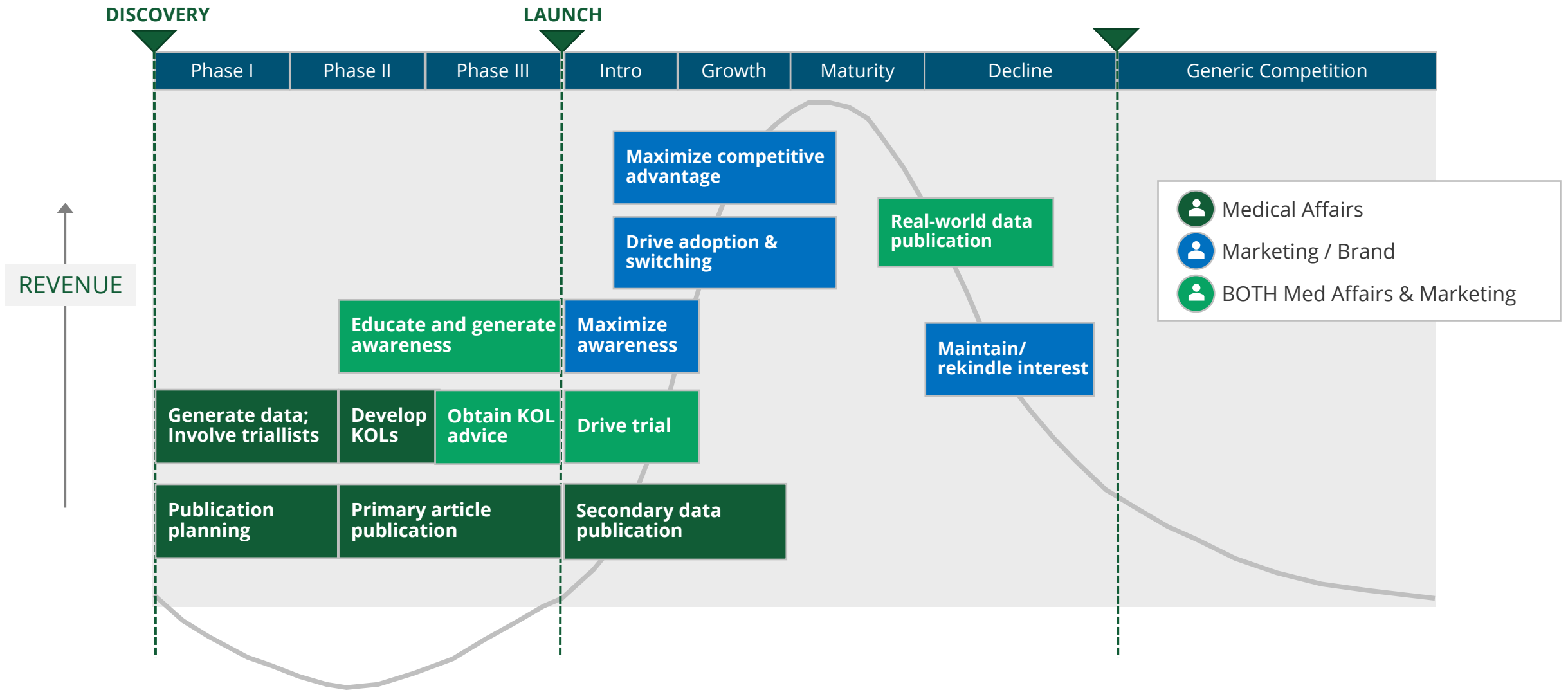
of HCPs consult **two or more sources** before insight translates to a clinical decision. Over 44% consult more than three sources.

Wiley 2021 Global HCP Survey (n=1,016)



IMPLICATION: Budget allocation for engagement and education programs must include established, independent sources of information.

We support the full drug development lifecycle



Elements of a great medical engagement or education program

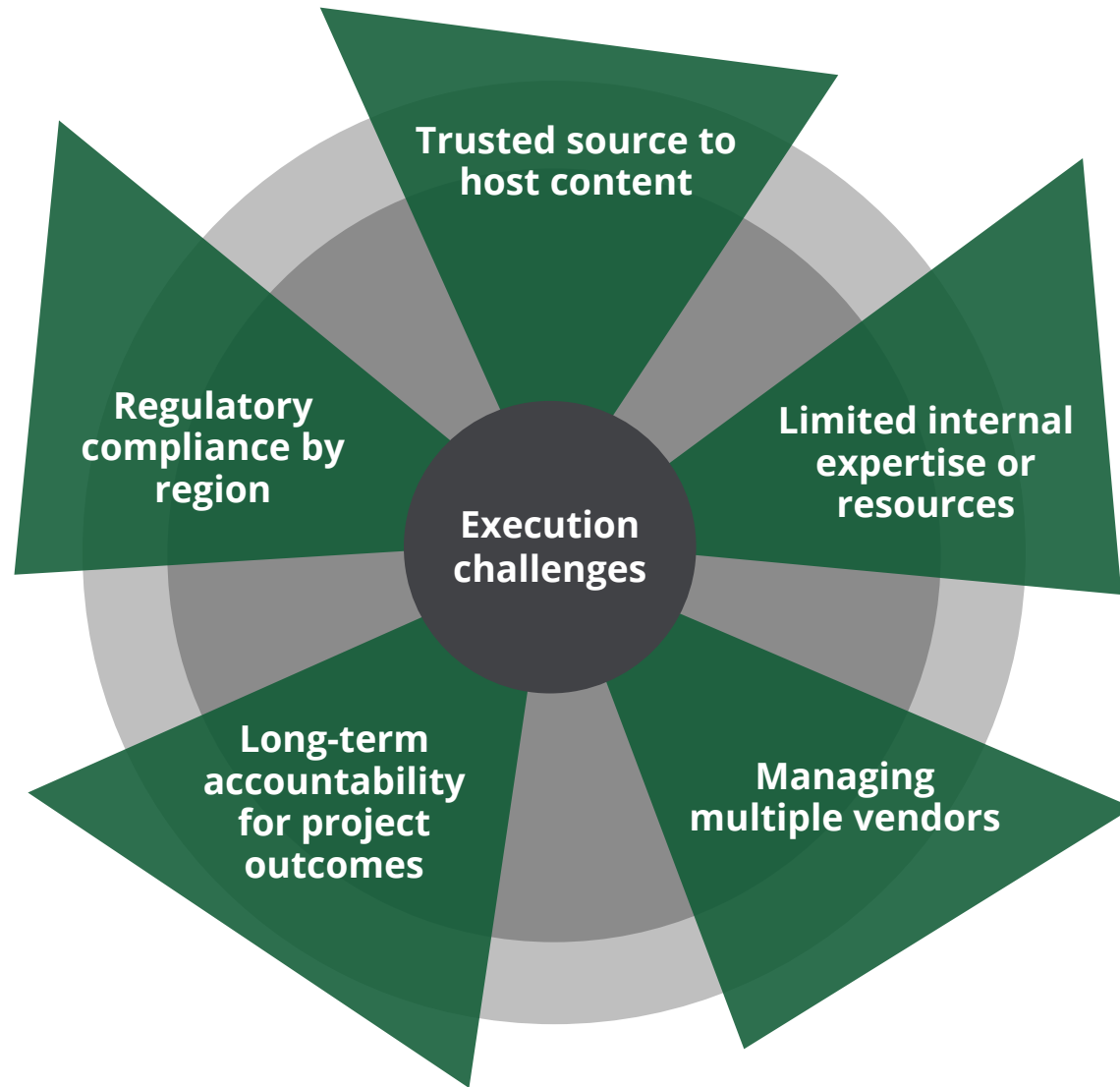


Access to all capabilities from a single partner ensures alignment and improved accountability for program success.

PROGRAM IMPACTS:

- Engagement
- Credibility
- Execution / Accountability

Execution of content or engagement programs can be challenging



IN-HOUSE EXECUTION:

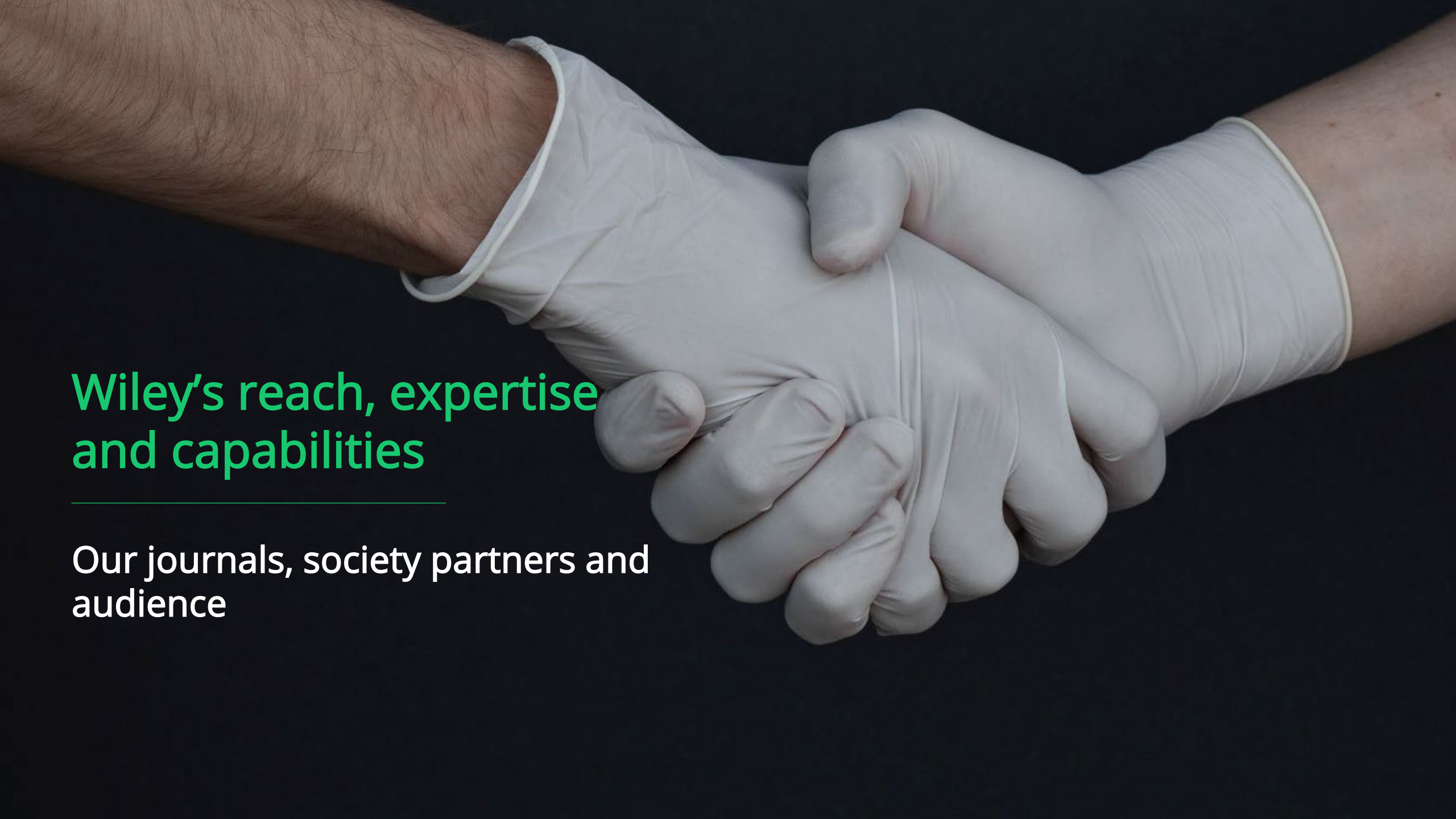
- **Trusted source to host content:** Research shows HCPs trust independent, authoritative sources over pharma-owned channels.
- **Limited internal expertise or resources:** Swift access to resources with the right content, marketing, and execution expertise can be hard in a complex, matrixed organization.

OUTSOURCING:

- **Managing multiple vendors:** Managing multiple vendors is complex and involves vendor-specific objectives and lack of accountability.
- **Long-term accountability for project outcomes:** Outside vendors typically aren't dedicated to measuring and refining projects/programs over time.

BOTH:

- **Regulatory compliance by region:** Marketing and medical teams (and their partners) must understand and comply with region-specific regulation.



Wiley's reach, expertise and capabilities

Our journals, society partners and
audience

Wiley: the #1 Society Publisher

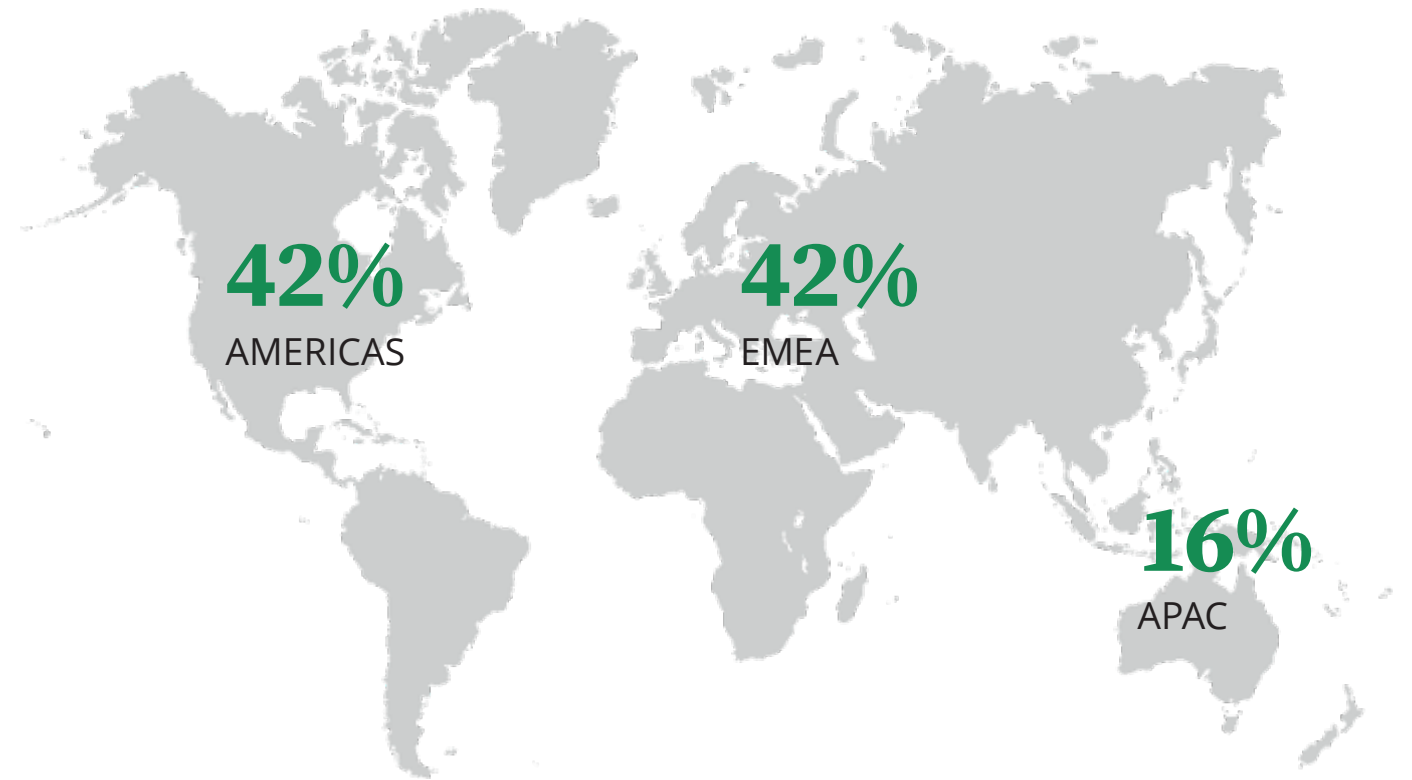
860+ (or 58%)* of journals within our portfolio are formally associated with a scholarly partner, either through ownership or contractual affiliation

750+ society partnerships across the globe, spanning all key subject areas

258 journals & B2B titles with a society partner in health sciences

104 journals & B2B titles with a society partner in life sciences

219 journals & B2B titles with a society partner in physical sciences



* As of June 2020

Our expertise and community



430 journals* in health sciences



We are the #1 society publisher in academic research



258 journals & B2B titles with a society partner in health sciences



54 health science journals in ≥ 1 JCR top 10 category



10M unique visitors per month of our medicine content



2M full-text article downloads in health sciences

* includes journals, magazines and newsletters
Data of 2020.

WILEY

We publish across 37 subjects in health



Snapshot of our key subjects in health



Allergy & Clinical Immunology

- 22 journals
- 8 society partners
- 6 journals in JCR Top10
- 2.3 million unique WOL visitors



Cardiology

- 13 journals
- 6 society partners
- 2 journals in JCR Top10
- 5.3 million unique WOL visitors



Dentistry

- 26 journals
- 12 society partners
- 5 journals in JCR Top10
- 4.7 million unique WOL visitors



Dermatology

- 22 journals
- 18 society partners
- 4 journals in JCR Top10
- 8.3 million unique WOL visitors



Endocrinology

- 17 journals
- 11 society partners
- 1 journal in JCR Top10
- 4.3 million unique WOL visitors



Hematology

- 19 journals
- 13 society partners
- 1 journal in JCR Top10
- 4.9 million unique WOL visitors



Gastroenterology & Hepatology

- 17 journals
- 9 society partners
- 1 journal in JCR Top10
- 4.9 million unique WOL visitors



Microbiology & Virology

- 7 journals
- 4 society partners
- 1 journal in JCR Top10
- 8.1 million unique WOL visitors



Nursing

- 31 journals
- 13 society partners
- 4 journals in JCR Top10
- 8.8 million unique WOL visitors

Unique WOL visitors between January-December 2020. Newsletter registration numbers may fluctuate significantly. Data only shows researchers, professionals and authors who have opted-in to Wiley's e-newsletters. Data from September 2020.

Snapshot of our key subjects in health



Neurology

- 26 journals
- 20 society partners
- 3 journals in JCR Top10
- 7.3 million unique WOL visitors



Obstetrics & gynecology

- 32 journals
- 8 society partners
- 2 journals in JCR Top10
- 7.3 million unique WOL visitors



Oncology & radiotherapy

- 45 journals
- 18 society partners
- 2 journal in JCR Top10
- 6,5 million unique WOL visitors



Orthopedics

- 5 journals
- 2 society partners
- +487K unique WOL visitors



Pharmacology & pharmaceutical medicine

- 37 journals
- 7 society partners
- 2 journals in JCR Top10
- 4.8 million unique WOL visitors



Psychiatry

- 9 journals
- 12 society partners
- 2 journals in JCR Top10
- 3.1 million unique WOL visitors



Transplantation

- 6 journals
- 4 society partners
- 3 journals in JCR Top10
- 1.7 million unique WOL visitors

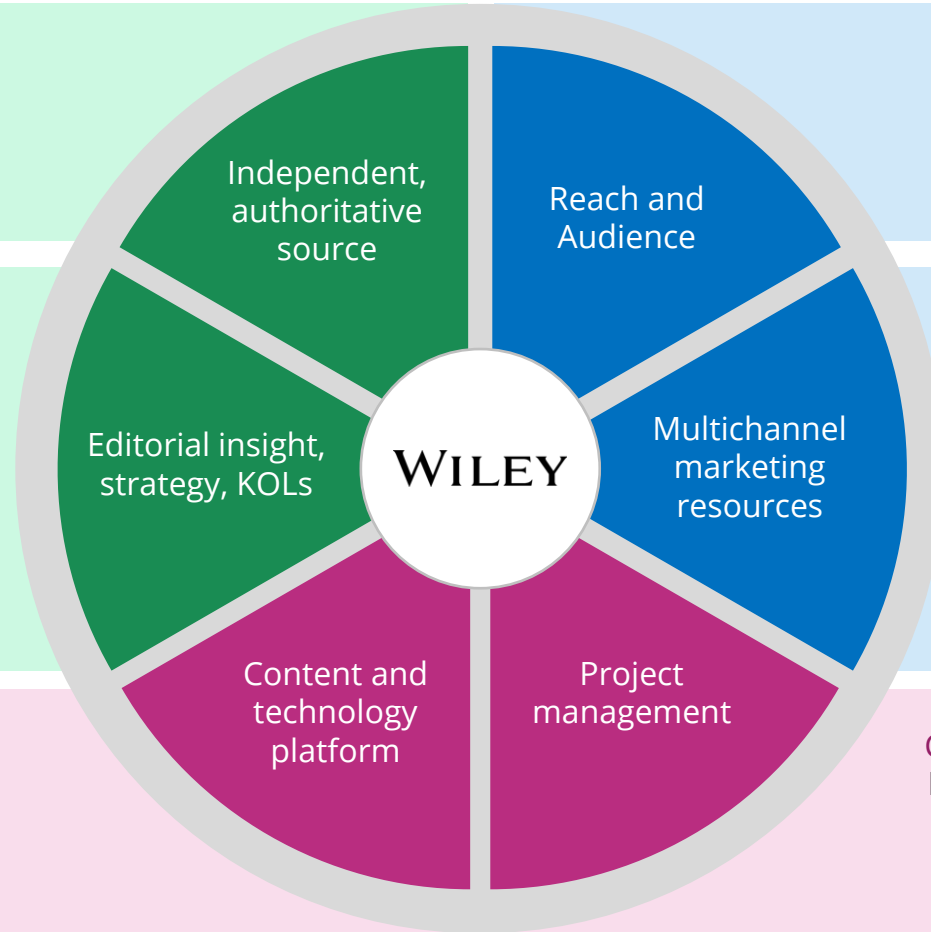
Unique WOL visitors between January-December 2020. Newsletter registration numbers may fluctuate significantly. Data only shows researchers, professionals and authors who have opted-in to Wiley's e-newsletters. Data from September 2020.

Advantages of partnering with Wiley

Ability to align your brand and message with a respected independent source (journal or society) offering expert, unbiased content

Experts with a partnership mindset to seek win-win solutions that meet your business objectives

Meaningful metrics and reporting to demonstrate success, measure Impact and iterate as needed



In health sciences, we publish 430 journals across 37 specialties. 258 of our health journals are published in partnership with a society

A single partner with proven success delivering multi-touch content and marketing tactics that meet evolving HCP preferences

Commitment to client success, including Account Managers and Customer Success Teams who act as your dedicated advocates to help achieve your goals and quickly resolve issues

CAPABILITY IMPACTS:

● Engagement

● Credibility

● Execution / Accountability

Our solutions driving impact

We help Pharma and MedTech corporations (and their media agencies) to **drive a clinical impact** in an environment that influences and reaches their target audience.

We enable them to:



1,700+

Journals published by Wiley



No. 1

Leading society publisher
750+ society partners across the globe



Most trusted media company in America†



Drive clinical impact in a highly competitive environment

- Influential, multi-channel advertising campaigns targeted at HCPs (based on subject, journal, territory)
- Advertising formats in line with HCPs evolving content engagement preferences
- Reach beyond your existing customer base



Elevate trust and brand perception in a regulated and crowded market

- Drive influence and impact amongst practitioners by building trust and validation of your message
- Leverage trusted, authoritative channels in your advertising mix in order to meet current HCP trends and market demands
- Leverage the notoriety and expertise of our editor and society partners
- Associate with independent, expert-generated and peer-reviewed content
- Maintain compliance with global and local regulatory policies



A dedicated and experienced team to plan, deliver and measure impact

- Expert advice on the channels and advertising formats to leverage for optimal results
- An experienced team and process for a smooth campaign roll-out
- Metrics and expert insights to build a successful campaign

Our advertising solutions

High impact

Banner advertising

Leaderboard, interstitials and MPU ads placed on a source valued by many HCPs

- Leverage a credible environment
- Visibility on high-traffic and valued platforms



High impact

ePDF advertising

A full-screen rich media ad appearing on page load to scrolling the first page of an article.

- Stand out alongside valued articles
- Drive deeper audience engagement



High impact

E-mail advertising

Incorporate your message in an email sent to a specific audience.

- Brand message delivered straight in the professional's mailbox
- Be associated with valued content



Drive credibility

Print advertising

Advertise in or around the printed copy of a journal.

- Brand association with relevant expert-generated content
- Maximize visibility with premium ad formats



Drive credibility

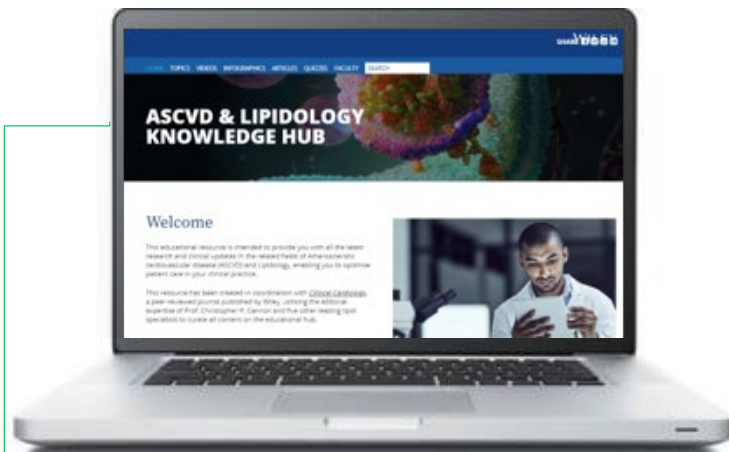
Native advertising

Seamless integration of text ads in a print/online journal*

- A content solution that provides increased engagement
- Deliver an integrated message to a targeted audience



Knowledge hubs



Hosted on topic.knowledgehub.wiley.com

- Supported by a single or multiple sponsors
- Non-promotional content that relates to your treatment area (and product)
- An independent Editorial board of journal editors and experts selecting and validating content
- Minimum 1-year engagement with option to renew

Boosted by Wiley-led marketing tactics to drive additional targeted traffic.

Sponsor an independent go-to education resource for your target audience

Definition:

A highly visible, **topic-specific, online learning destination** that provides the infrastructure to establish and maintain a leadership role with multiple educational components and resources developed **in conjunction with an expert and independent editorial board**, to support ongoing learning and continuous re-engagement with HCPs in a focused **curriculum-based environment**.

Includes: content feeds, KOL commentaries, infographics
Optional: Webinars, KOMs
Amplifiers: e-learning, extended reach, translation, Wiley Audio, CME, Outcome reports

The value of Knowledge Hubs



An independent, credible, expert generated content resource supporting your scientific profile



Reach HCPs with relevant content in engaging formats



Demonstrate commitment to educate HCPs enabling them to take informed clinical decisions

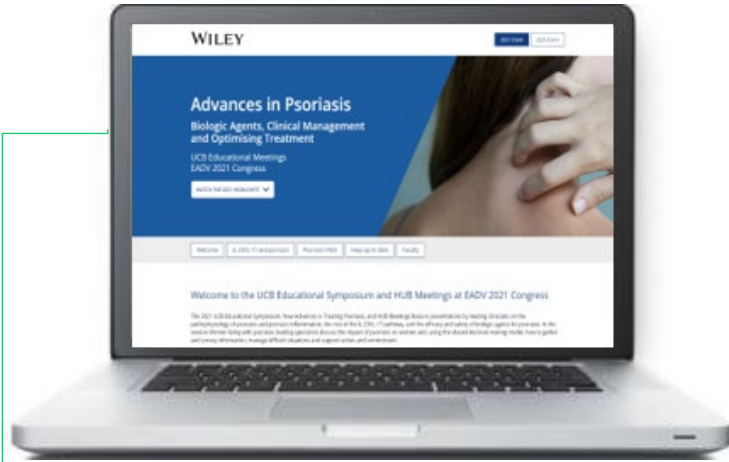


A single partner to handle all aspects of the initiative (set-up, content, marketing, maintenance)



Metrics & feedback loops defining content interests and preferences to feed future content choices

Conference hubs



- Supported by a single sponsor
- Can include content supplied by sponsor (not necessarily associated with the event)
- Initiative supported by the sponsors' conference speakers or independent experts suggested by Wiley
- Minimum 1-year engagement with option to renew
- Hosted on name.congressinsights.wiley.com or keyopinions.info
- Boosted by Wiley-led marketing tactics to drive additional targeted traffic.

Expand the reach of conference outcomes

Definition:

Dedicated engagement activities ensure timely dissemination of the latest data from major medical conferences, leveraging expert faculty insights before, during, and after the event.

A combination of custom slide decks, infographics, videos, educational modules, etc., around one or more KOMs hosted on a Wiley Conference Hub.

Includes: KOM

Optional: Webinars

Amplifiers: e-learning, content feed, infographic, extended reach, Wiley Audio

The value of Conference Hubs



Newsworthy content selected and validated by experts in the field



Reach HCPs with relevant, free content in engaging formats



Demonstrate commitment to educate HCPs enabling them to take informed clinical decisions



A single partner to handle all aspects of the initiative



Metrics to define evolving content interests and preferences to feed future content choices

Webinars



- Supported by a single sponsor by means of an educational grant
- Independent content selected by Wiley or steering committee
- Supported by a marketing plan to meet registration KPIs
- Archived webinars are available on demand to the broad Wiley audience

Leverage Wiley's network of subject experts and audience reach to advance knowledge

Definition:

Wiley webinars lend credibility, deliver reach and engagement with a scientific presentation or discussion.

Includes: 15-20 slides, opportunity to submit questions and other interactive features

Amplifiers: e-learning, infographic, extended reach, CME, outcomes report

The value of our webinars



IMPACT – Leverage the power of an independent platform



ENGAGEMENT – Influential education program delivered by trusted experts in the field

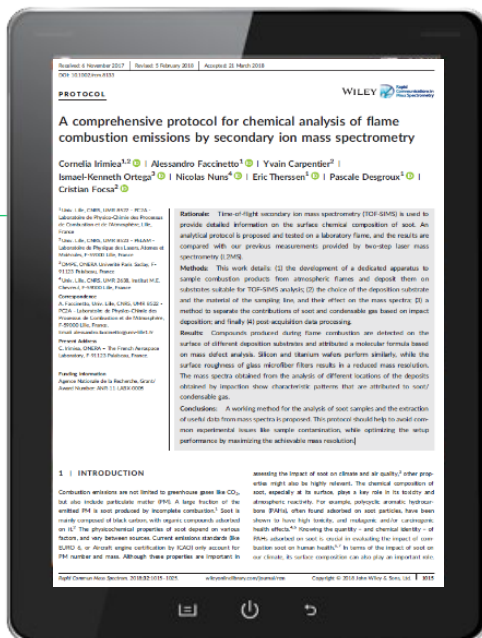


CREDIBILITY – Incorporate trust and validation to meet current HCP trends and market demands



EXECUTION - Wiley's resources and expertise extend the capabilities of your team to deliver your program

Reprints



Available in print or digital format (ePrints)

Amplifiers: translations, folder, infographic, Expert Commentary, e-learning, Wiley Audio, Run On

Build credibility and reach by adding a comprehensive scientific profile to your product conversations.

Definition:
A journal reprint is a printed **copy of a selected peer-reviewed, published Wiley article.**

An ePrint, the electronic format of a reprint, is available with a specified number of accesses.

Fact:
31% of HCPs **prefer full text articles** to make clinical decisions*

*Wiley's Wiley Online Library (WOL) survey among HCPs, August 2020. n=827

The value of reprints



Leverage independent, authoritative, validated content to build trust and educate HCPs



Engage communities of decision makers (international & local level) with content impacting their clinical decisions

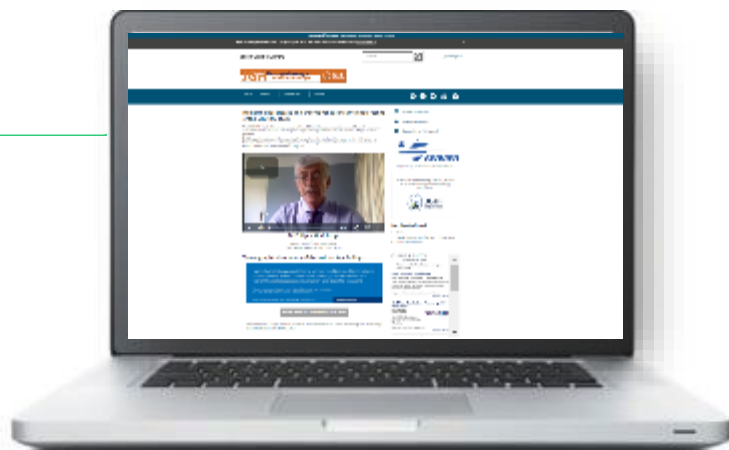


International reach through our article translation service



Opportunities to boost article engagement and reach even further with Wiley's amplifiers

Article Discovery Packages



Several packages are available including a mix of:

- Expert commentaries
- Infographics
- Video abstracts
- Wiley Audio articles

Boosted by Wiley-led marketing tactics to drive additional targeted traffic.

Increase the impact of your published article

Definition

An article discovery package is an extension to a Wiley published article. It includes a series of articulations of the key findings from the article made available in diverse formats within the article or on a separate article discovery page hosted on Wiley Online Library. Traffic to the page is boosted through some additional Wiley-led marketing tactics.

The value of Article Discovery Packages



Expand reach and engagement with the published article



Modernize engagement with peer-reviewed content addressing HCP's evolving content preferences



Simple execution through a single partner



Meaningful metrics and expert insights to evaluate the project's success and ROI

Key Opinions in Medicine (KOM)



- Available in print to journal subscribers
- In digital format, hosted on keyopinions.info.com or on our Knowledge Hub/Conference Hub)
- **Amplifiers:** e-learning, infographic, Expert Commentary, translations, Run On, extended reach

Rapidly share key updates on a specific topic with your audience leveraging an independent, authoritative channel.

Definition

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*.

*subject to journal's editor approval

The value of KOMs



Be associated with a specific topic or extend the impact of a conference



Reach and engage highly targeted audiences through a channel they trust



Rapid execution through a single partner

Supplements



Share your brand message through a trusted journal

Definition

Supplements are a sponsored **collection of one or more (peer-reviewed) articles on a common theme**

They are published as part of a Wiley B2B or academic journal and distributed to all journal subscribers (print and/or online). The online supplement comes with the option of content enhancements such as video etc..

| Academic journals | B2B journals |
|--|---------------------------|
| Multiple or single articles | Single article |
| Peer-reviewed for clinical trials or review articles | Non peer-reviewed content |
| Available on Wiley Online Library | Print only |

Amplifiers: e-learning, infographics, Expert commentaries, translations, Run Ons, Wiley audio, extended reach

The value of Supplements



Build brand credibility through the association with valued journal/society brands



Reach and engage the journal's readership



Provide ongoing article relevance and engagement through citations and discoverability*



Collaborate with experts on the education needs of their peers who make daily clinical decisions

* PubMed and Medline indexing

Digest Editions



- Available in print or digital format (PDF)
- Articles are selected from journals published in the preceding 12 months. The journal should publish at least 3 times a year.
- Adverts are included on the inside front cover, inside back cover, and the outside back cover.

Amplifiers: infographics, expert commentaries, translations, Run Ons

Raise brand awareness by bringing key research to local communities

Definition

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.

The value of Digest Editions



Build brand credibility through the association with valued journal/society brands



Reach and engage local experts and HCPs



Collaborate with experts on the education needs of their peers who make daily clinical decisions

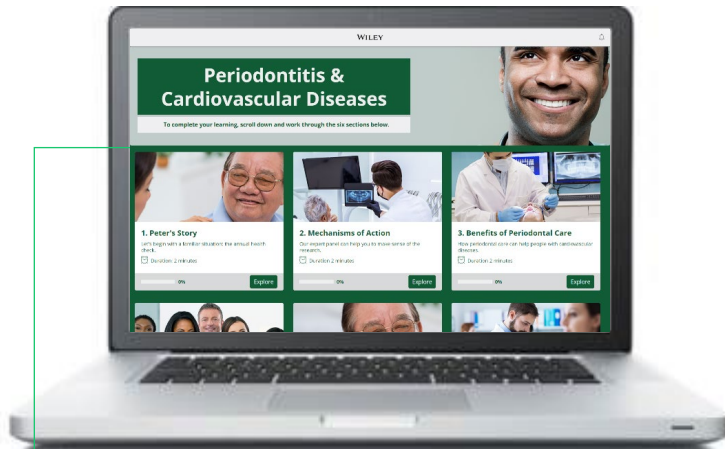


Provide relevant and engaging content selected by an editorial board

Amplifiers

- a. e-learning**
 - b. Content Feed**
 - c. Infographic**
 - d. Expert Commentary**
 - e. Translation**
 - f. Run On**
 - g. Wiley Audio**
 - h. Extended Reach**
 - i. CME Accreditation**
 - j. Outcomes Report**
-

E-learning



Hosted within a Knowledge Hub, WPA, or other platforms

Content developed by Wiley and/or selected by an independent steering committee

Registration can be added at any point of the user journey

Generate knowledge and learning that drives behavior change and advances professional development

Definition

High-quality, engaging online courses with article-based learning across key subject areas, and interactive features including multimedia.

Users can receive certificates following successful completion of the courses.

The value of E-learning



Support message understanding and application to accelerate behavior change and impact



Reach and engage relevant HCPs with intuitive and modern learning tools leveraging multimedia content



Modernize engagement by leveraging an independent channel they trust



Measure engagement with registration and usage metrics

Content Feeds



Full text articles linking from a client's website to WOL
Additional format options: abstract, plain language summaries, and short form articles

Attract and retain target audiences to your site with credible peer-reviewed content.

Definition

A tailored feed of Wiley content—including access to full text articles—delivered to a client's website.

Choose from **Journal Title Content Feeds** – A feed made up of all articles published within pre-defined journal titles and **Article Collection Content Feeds** – A feed made up of selected articles from across our journals.

The value of Content Feeds



Attract and engage target audiences with peer-reviewed, independent content available at their discretion on your website



Modernize HCP engagement by leveraging channels and content formats they prefer



Measure engagement with your content through usage reporting

Infographics



Available in print and digital formats on WOL or other Wiley/client platforms.
Can follow a template or be customized.

Enable free access to easy-to-digest content

Definition

A visual representation of scientific research, making it easier to digest.

They are custom-created **in print, as downloadable PDFs, or as videos**, to engage the target demographic effectively and efficiently.

The value of Infographics



Concise content formats in line with evolving content preferences for higher reach and deeper engagement



Validated content hosted on an independent channel to boost credibility and reach



Option to custom-create layouts to suit specific content or marketing needs



Measure engagement with your content through usage reporting

Expert Commentary



Available in audio and video formats on WOL or other Wiley platforms.

- Can be accompanied by presentation slides. (approx. 15)
- Includes transcript for improved searchability
- Option to download
- Additional service to add translated subtitles to videos

Enhance content credibility, reach and engagement through additional context delivered by an expert

Definition

A **short audio or video presentation** (max 60 min) where leading experts offer context around their article or research topic.

The value of Expert Commentaries



Enhance message credibility with content developed by an expert, independent steering committee



Reach and engage local experts and HCPs with valued, expert insights



An engaging format in line with evolving content preferences



Measure engagement with your content through usage reporting

Translation



Translations can be applied to text, video, audio and infographics, depending on your needs. Translated content remains peer-reviewed.

Webinars can have sub-titles added in local languages for on-demand recordings (not yet live Q&A).

Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.

Definition

Our content products can be **translated into most languages** using our network of translation and proofing services.

The value of a Translation



Extend and deepen engagement with international research by local communities

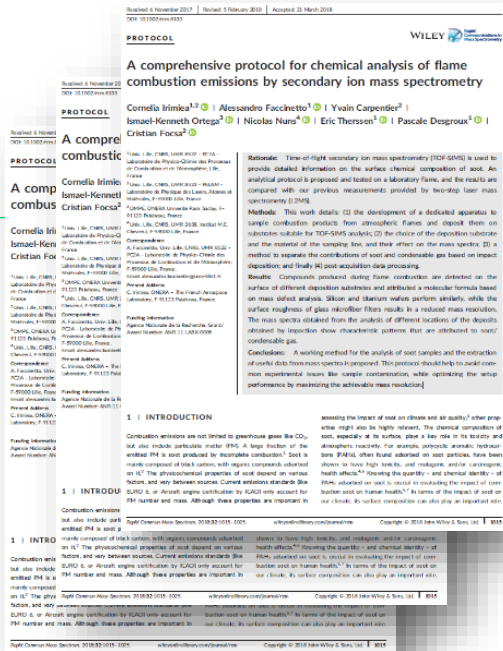


Give access to key research through credible channels HCPs prefer



Measure engagement with your content through usage reporting

Run On



Applies to reprints, supplements, digest editions, KOMs, article collections, and infographics

- Printer is assigned by Wiley
- Packaging and delivery costs will be additional

Extra printed copies to share

Definition:

Extra printed copies of our content products with Run Ons.

Pricing depends on the amount of content to replicate, the number of extra copies, and format. Custom costs can be provided for each project.

The value of a Run On



Extend the reach of your research with additional copies to share



Leverage independent, authoritative content to build trust and educate HCPs



Engage communities of decision makers with content driving clinical decision making

Wiley Audio



- Word-for-word read out of the article (45 minutes/article)
- Narrated in English by a medical reader
- The audio files can be **embedded in articles and across platforms for immediate listening online**. Both formats offer great user experiences through **easy and open access** to the full **content** of an article without being bound to their desk.

Expand reach and accessibility by offering an audio recording of a Wiley article

Definition:

A human-narrated audio recordings of articles published by Wiley – a time-efficient solution for busy HCPs to stay informed on latest research.

The value of Wiley Audio articles



Modernize and deepen HCP engagement with published research



Extend reach by catering to the needs of busy HCPs

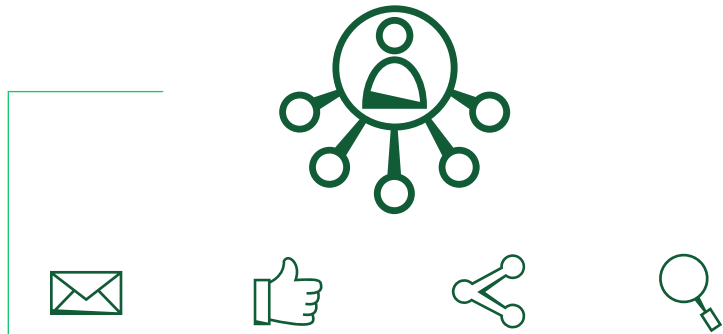


Audio accessible online in-article and across platforms for immediate listening



Measure engagement with audio content through usage reporting

Extended Reach



A bespoke multi-channel marketing solution.
Pricing will be set on a case-by-case basis

Drive audience traffic with tailored tactics to enhance reach and engagement with your messages

Definition:

A **custom-built**, promotional program to boost audience traffic.

Option to use both Wiley and partners' channels, including banners, social media, app and email.

The value of Extended Reach



Expand audience reach and deepen engagement with your initiative



Simplified execution with full support of a dedicated project and marketing team vested in your success



Meaningful metrics and expert insights to evaluate the project's success and ROI