IntechOpen

2021 Media Kit

eHealthcare Solutions
Digital Health
Publisher Partner
IntechOpen is the world's leading publisher of Open Access books, with an ever growing portfolio of more than 5,200 peer-reviewed books and 64,700+ book chapters available in the areas of Physical Sciences, Engineering and Technology, Health Sciences, Life Science, Social Sciences and Humanities.
Connect your brand to our highly engaged HCP and scientific audience, where EHS represents IntechOpen's Health Sciences (HS) and Life Science (LS) publications, in addition to our 380,000+ registered eNewsletter subscribers, which are growing daily.
Overall Website Statistics

3,923,000+ Site Visits/Per Month

4,718,000+ Page Views/Per Month

1:01 Average Time On Site/Per Visit
Life & Health Sciences Statistics 2020

- **25,000+** New Registered Users/Per Month
- **2,359,000+** Page Views/Per Month
- **1:01** Average Time On Site/Per Visit
Display Advertising

- Display at the site, book and chapter level as well as video placements
- Global Programmatic
- eNewsletter (380,000+)
- PDF Sponsorship (30,000+ PDFs)
Display Advertising

- Ad Units available in all commonly used advertising sizes
- High view-ability placements
- Condition take-over options/100% Share of voice
- Keyword targeting
## Ad Sizes Supported:

### Desktop

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>MREC</th>
<th>Skyscraper</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>300x250</td>
<td>160x600</td>
</tr>
<tr>
<td>MREC</td>
<td>300x250</td>
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<tr>
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</tr>
<tr>
<td>Half Page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Mobile/Tablet

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>MREC (M/T)</th>
<th>Skyscraper (T)</th>
<th>Half Page (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (T)</td>
<td>728x90</td>
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<tr>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Half Page (M)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Video**

- In-stream Video Content Player with rich content
- Pre-roll video advertising available in 60, 30, 15 and 6 second formats
- Custom video content syndication, both long and short-form available
Native Advertising

- Cost-per-click native options
- Auto-optimize to your CPA goal
- 3rd party click tracking available
- Self-serve or managed service options
PDF Sponsorships

- Over 30,000+ PDFs
- New PDFs published weekly
- 578K PDF downloads per month
- Ad Units available in all commonly used advertising sizes
- High view-ability placements
- Custom Targeted Audiences
eNewsletter Sponsorships

- Over 380,000+ IntechOpen subscribers and growing
- Ad Units available in all commonly used advertising sizes
- High view-ability placements
- Custom Targeted Audiences
IntechOpen
Digital Advertising Statistics
## eNewsletter Performance

### eNewsletter Paid Campaign

<table>
<thead>
<tr>
<th>Open Rate (OR)</th>
<th>Click Through Rate (CTR)</th>
<th>Bounce Rate</th>
<th>Unsubscribe Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>2.0%</td>
<td>2.4%</td>
<td>0.66%</td>
</tr>
</tbody>
</table>

### eNewsletter Campaign - Average

<table>
<thead>
<tr>
<th>Open Rate (OR)</th>
<th>Click Through Rate (CTR)</th>
<th>Bounce Rate</th>
<th>Unsubscribe Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.79%</td>
<td>2.7%</td>
<td>1.53%</td>
<td>0.56%</td>
</tr>
</tbody>
</table>
To discuss your advertising needs, media investment, and see how we can help, please contact our advertising partner, eHealthcare Solutions

www.ehealthcaresolutions.com
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