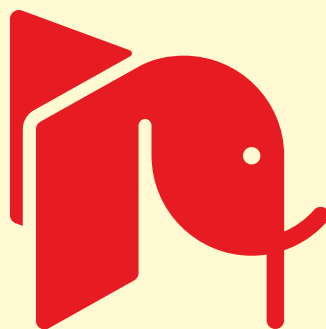




IntechOpen

2021 Media Kit



eHealthcare Solutions
Digital Health
Publisher Partner



IntechOpen

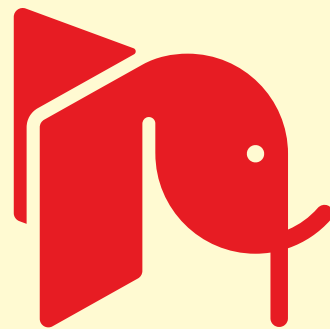
IntechOpen is the world's leading publisher of Open Access books, with an ever growing portfolio of more than 5,200 peer-reviewed books and 64,700+ book chapters available in the areas of Physical Sciences, Engineering and Technology, Health Sciences, Life Science, Social Sciences and Humanities.





IntechOpen

Statistics



Overall Content Statistics



5,200

Open Access Books -
Increasing Weekly



146,150+

Citations in Web
of Science



128,000

IntechOpen Authors
and Academic Editors



3,312,000+

Unique Visitors
Per Month

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



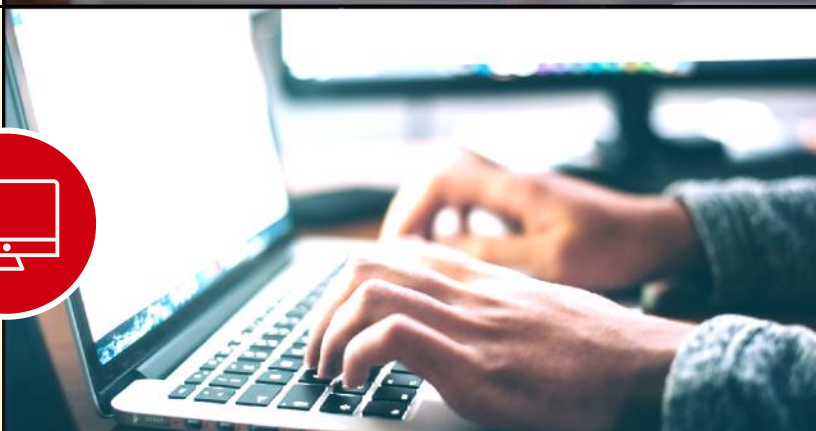
4,718,000+

Page Views/Per Month



1:01

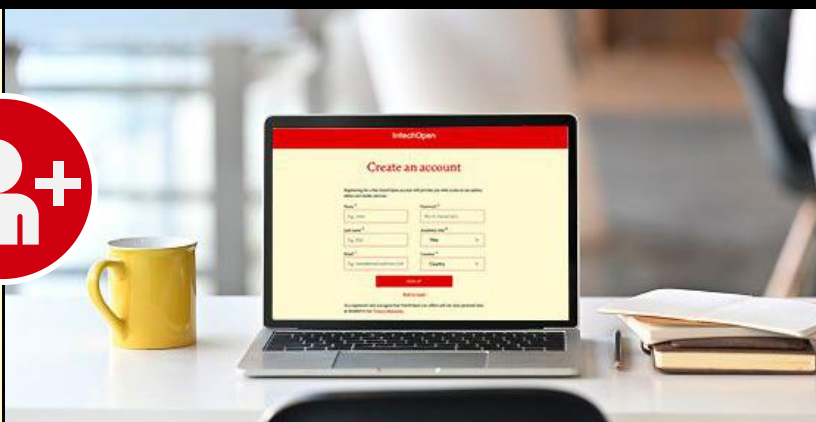
Average Time On Site/Per Visit



Life & Health Sciences Statistics 2020

25,000+

New Registered Users/Per Month



2,359,000+

Page Views/Per Month



1:01

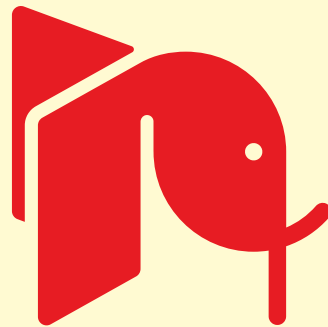
Average Time On Site/Per Visit





IntechOpen

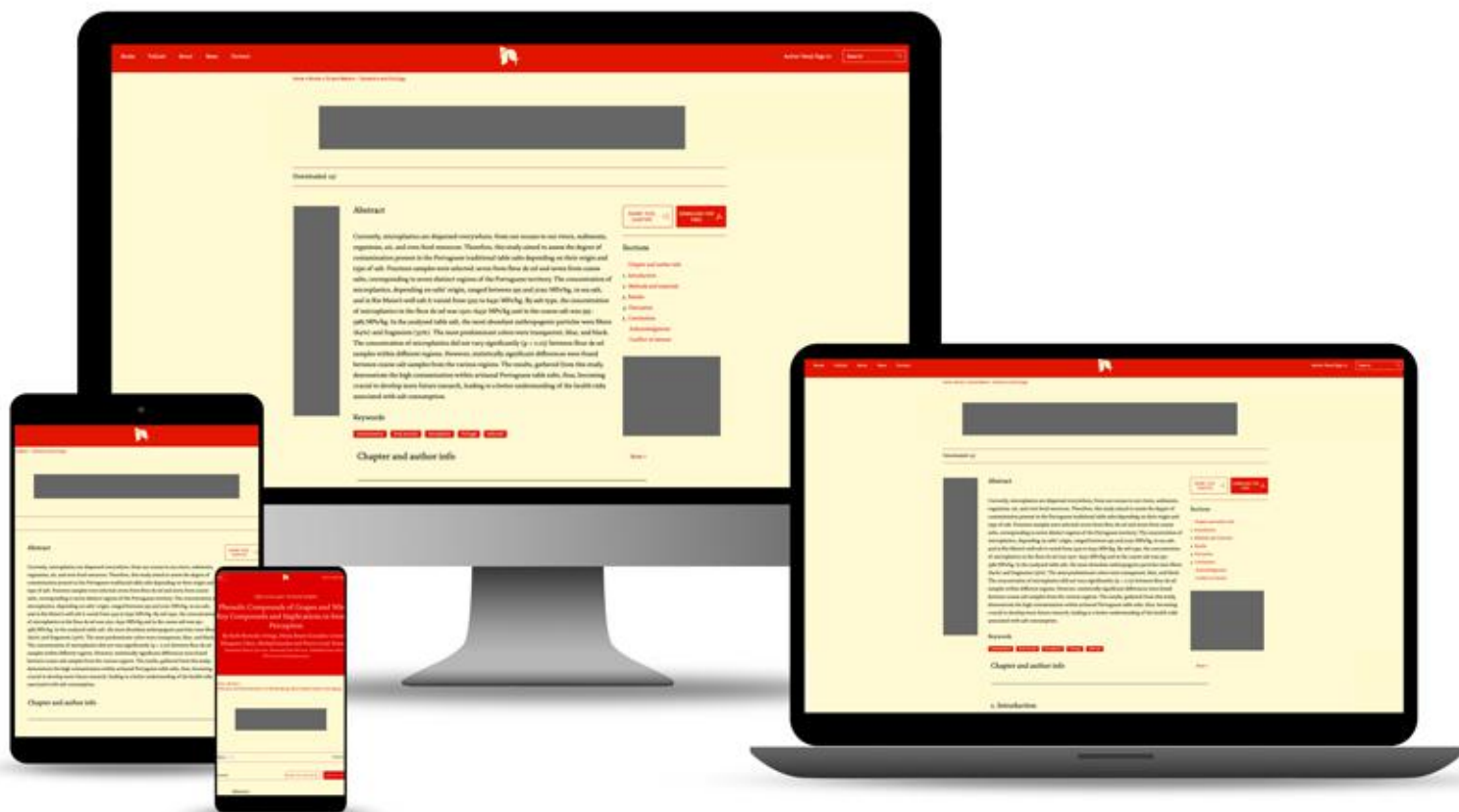
Digital Advertising & Specs



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:

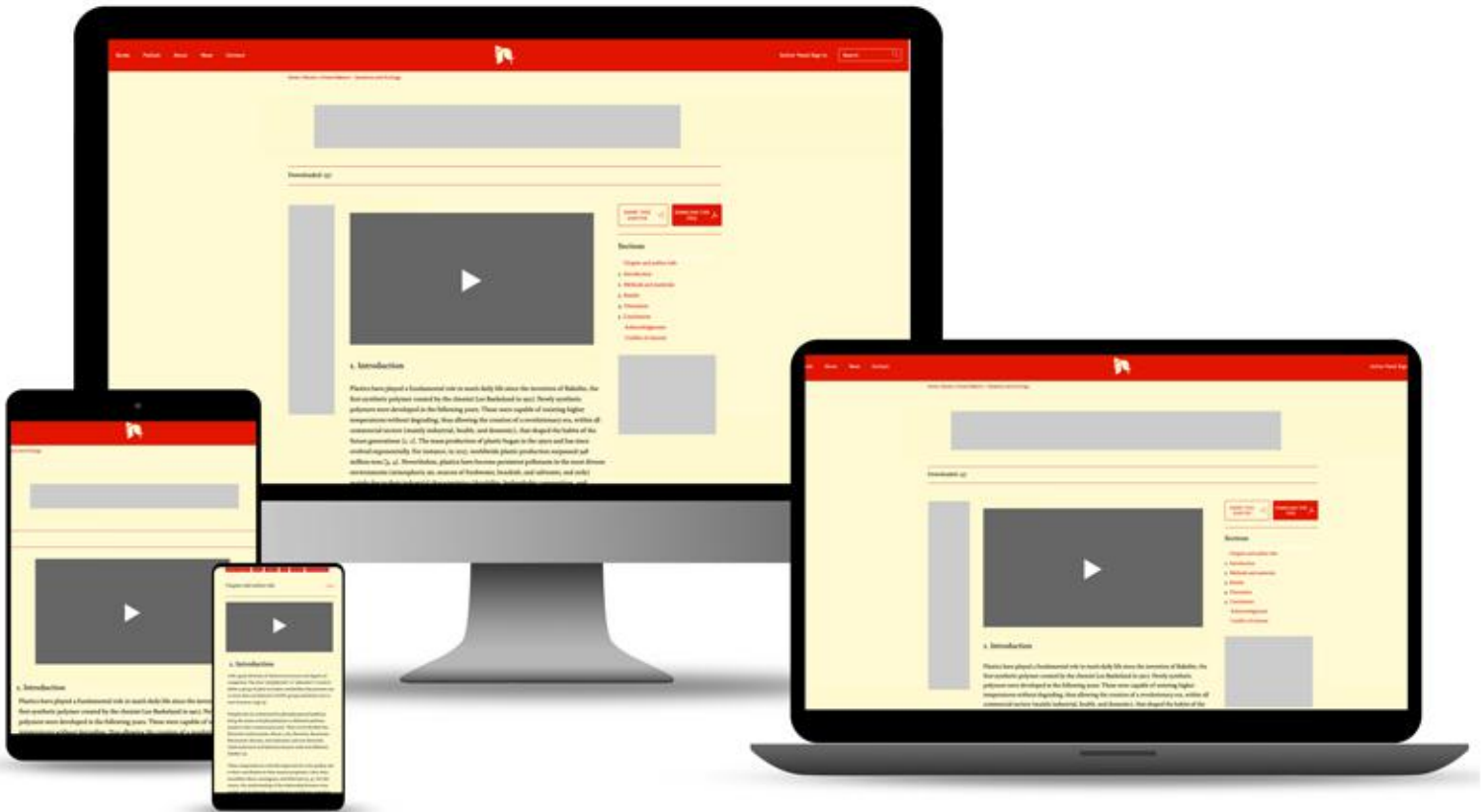
Desktop

Leaderboard	MREC	Skyscraper	Half Page
728x90	300x250	160x600	300x600

Mobile/Tablet

Leaderboard (T)	MREC (M/T)	Skyscraper (T)	Half Page (M)
728x90	300x250	160x600	300x600

Video



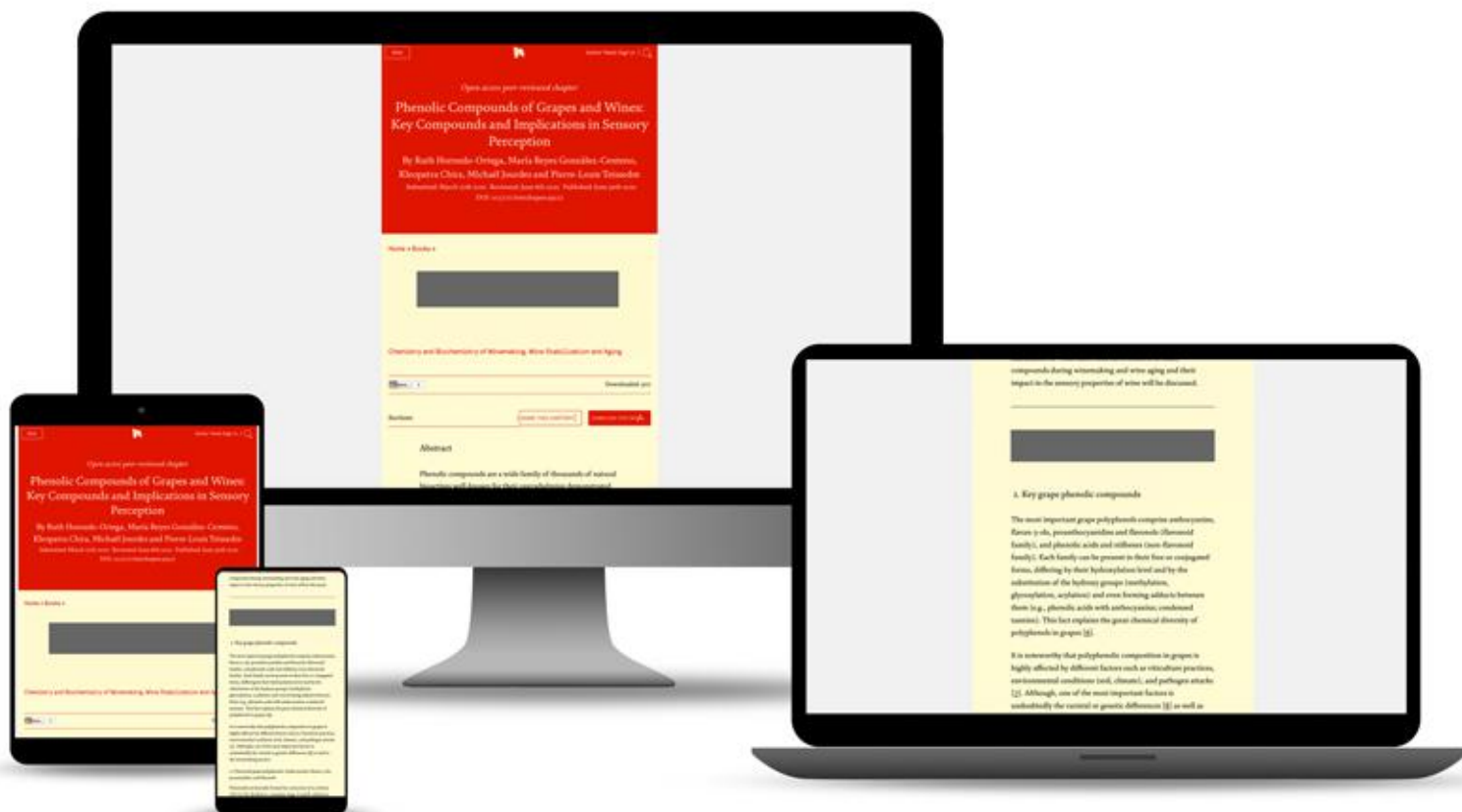
- In-stream Video Content Player with rich content
- Pre-roll video advertising available in 60, 30, 15 and 6 second formats
- Custom video content syndication, both long and short-form available

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

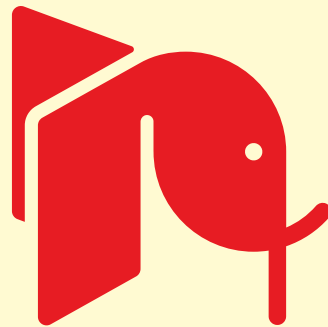


- Over 380,000+ IntechOpen subscribers and growing
- Ad Units available in all commonly used advertising sizes
- High view-ability placements
- Custom Targeted Audiences



IntechOpen

Digital Advertising Statistics



eNewsletter Performance

eNewsletter Paid Campaign

Open Rate (OR)	Click Through Rate (CTR)	Bounce Rate	Unsubscribe Rate
29%	2.0%	2.4%	0.66%

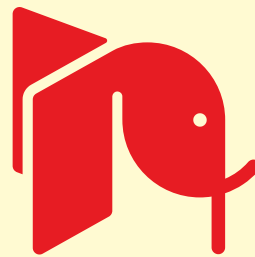
eNewsletter Campaign - Average

Open Rate (OR)	Click Through Rate (CTR)	Bounce Rate	Unsubscribe Rate
24.79%	2.7%	1.53%	0.56%



IntechOpen

To discuss your advertising needs, media investment, and see how we can help, please contact our advertising partner, eHealthcare Solutions



www.ehealthcaresolutions.com



609-882-8887, Ext. 1



sales@ehsmail.com