

IntechOpen

2024 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 **7,200** peer-reviewed books and **82,000+** 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



+7,200

Open Access Books
- Increasing Weekly



+413,000

Dimensions
Citations



+191,000

IntechOpen Authors
and Academic Editors

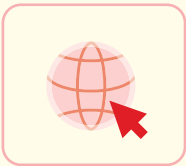
Connect your brand to our highly engaged HCP and scientific audience, where EHS represents IntechOpen's Health Sciences (HS) and Life Science (LS) publications, in addition to our **+1,064,000** registered eNewsletter subscribers, which are growing daily.



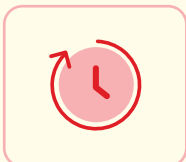
Overall Website Statistics



+1,845,000
Site Visits/Per Month*



+2,000,000
Page Views/Per Month*



41s
Average Time On Site/Per Visit*

*Google Analytics, June 2023–June 2024.

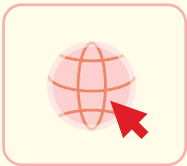


Life & Health Sciences Statistics 2024



+10,900

New Registered Users/Per Month



+1,000,000

Page Views/Per Month*



41s

Average Time On Site/Per Visit*

*Google Analytics, June 2023–June 2024.



IntechOpen

DIGITAL ADVERTISING & SPECS



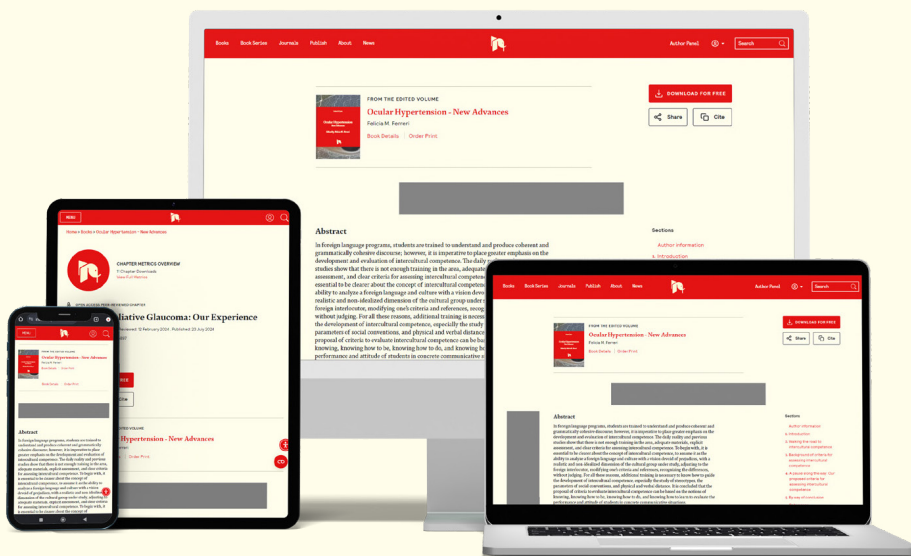
Display Advertising

- Display at the book and chapter level
- Global Programmatic
- eNewsletter
(+1,064,000)
- PDF Sponsorship
(+82,000 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	728x90
MREC	300x250
Skyscraper	160x600
Half Page	300x600

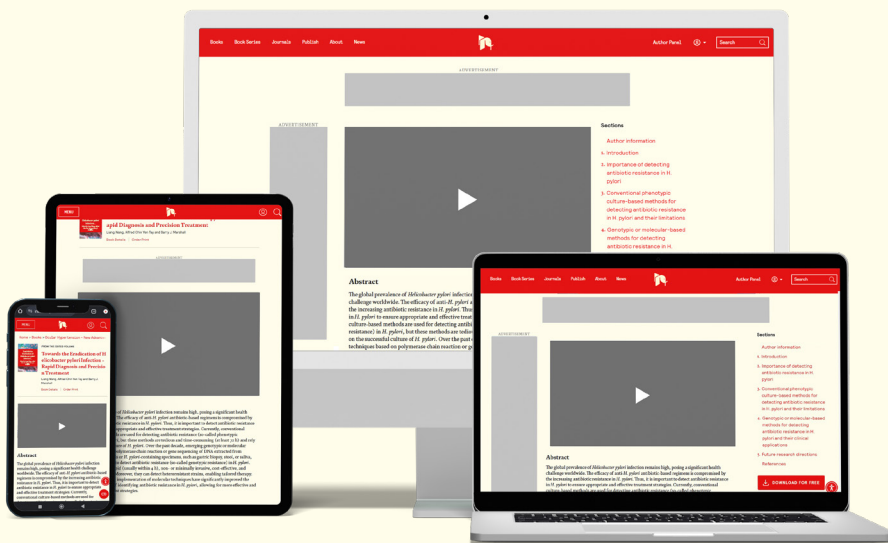
MOBILE/TABLET

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



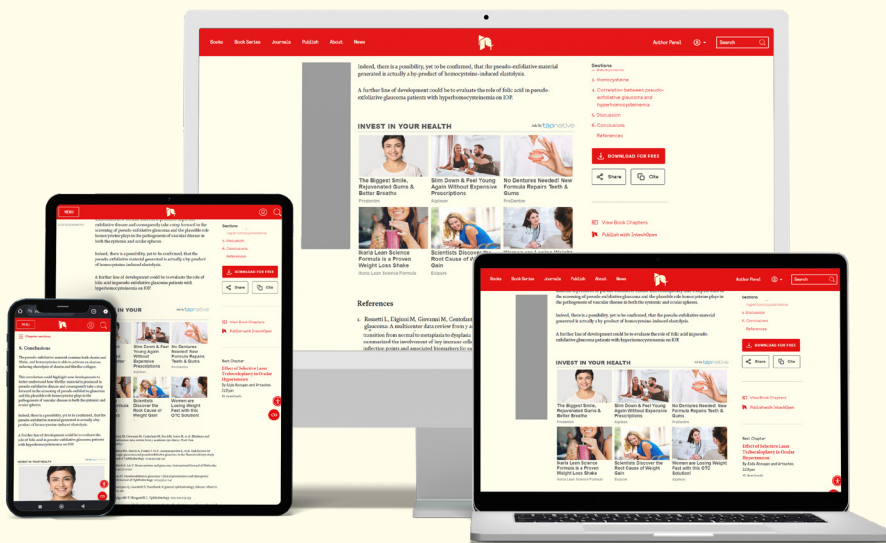
Video

- 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



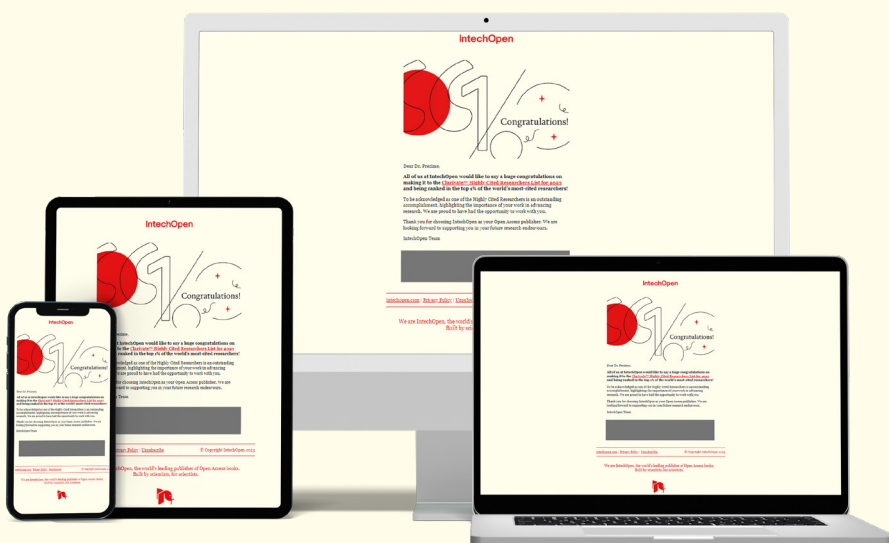
PDF Sponsorship

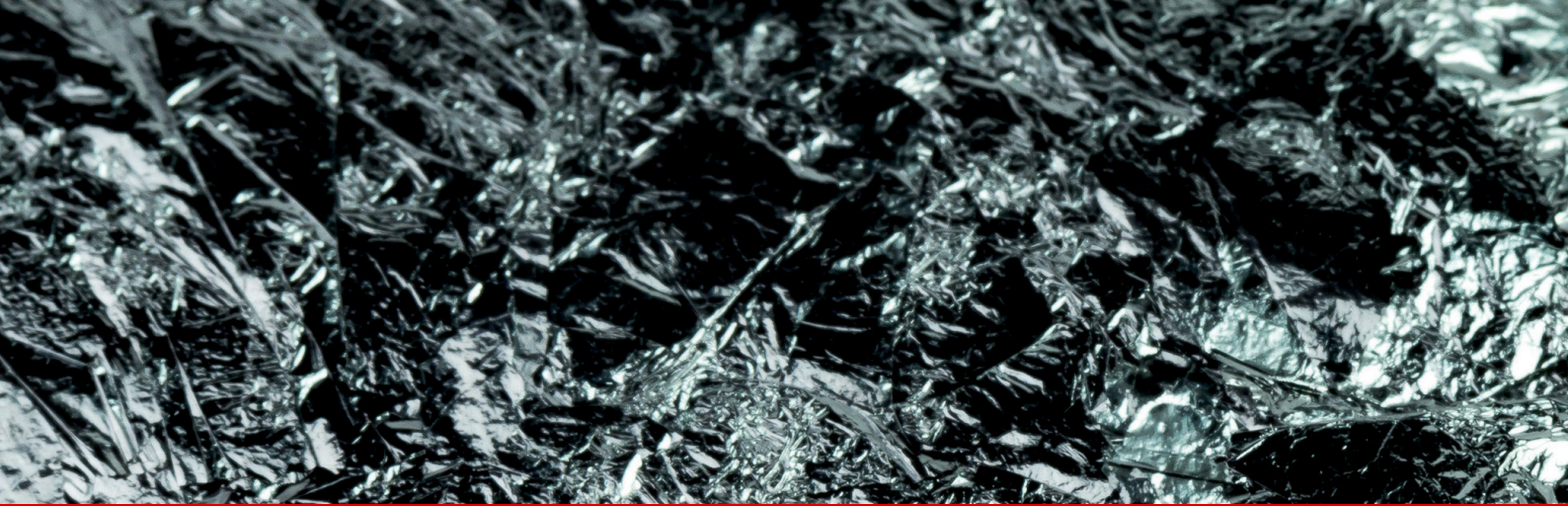
- Over **82,000+** PDFs
- **+60** PDFs Published Weekly - and Growing
- **+1,186,000** PDF downloads per month
- Ad Units available in all commonly used advertising sizes
- High view-ability placements
- Custom Targeted Audiences



eNewsletter Sponsorships

- Over **+1,064,000** 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)	29%
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Click Trough Rate(CTR)	2%
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Bounce Rate	2,4%
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Unsubscribe Rate	0,66%
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eNEWSLETTER CAMPAIGN - AVERAGE

Open Rate(OR)	30,12%
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Click Trough Rate(CTR)	8,64%
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Hard Bounce Rate	0,19%
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Unsubscribe Rate	0,07%
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IntechOpen

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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