The Breast

Overview

*The Breast* is an international, multidisciplinary journal for clinicians, which focuses on translational and clinical research for the advancement of breast cancer prevention and therapy.

Display Advertising

Bill Hipple United States  
646-671-0385  
b.hipple@elsevier.com

Kate Lach Europe  
48 500 259 970  
k.lach.1@elsevier.com

Virginia Van Hornigh APAC  
61 448 008159  
v.vanhomrigh@elsevier.com

Derek Zakaib Canada  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global  
212-633-3713  
j.hong@elsevier.com

Global Print Circulation  
Online Only

Avg. Global Monthly Visits  
8,499

Avg. Global Monthly Unique Visitors  
6,879

Avg. Global Monthly Page Views  
16,194
Affiliation
An Associate Journal of the Australasian Society for Breast Disease Affiliated with the European Society of Breast Cancer Specialists Official Journal of Breast Centres Network European Society for Medical Oncology

Audience
Surgeons, medical oncologists, gynecologists, radiation oncologists, endocrinologists, epidemiologists, radiologists, pathologists, breast care nurses, breast cancer advocates, psychologists and all those with a special interest in breast cancer.

Editor-in-Chief
Fatima Cardoso, Lisbon, Portugal

Issuance
6 times per year

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 30</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS
- jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS
- Yes

MAX FILE SIZE
- 200 KB

MAX ANIMATION (TIME/LOOPS)
- 15 seconds/3 loops

PRESTITIAL FREQUENCY
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).
**eTOC Email**

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<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**FORMATS**

jpeg, png, gif, (static image only)

**TRACKING PIXELS**

No

**MAX FILE SIZE**

200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

**AIP Email**

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