The Lancet Public Health

Overview

The Lancet Public Health is a monthly, open access, online-only journal working in partnership with our existing family of Lancet titles. Our focus is to attract, review, and publish quickly high-quality original research that contributes to advancing public health practice and policy making worldwide. The journal publishes Research Articles, Editorials, Comments, and Correspondence.

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Global Print Circulation
Online Only
Avg. Global Monthly Visits
71,486
Avg. Global Monthly Unique Visitors
58,152
Avg. Global Monthly Page Views
104,297
Audience
Public health practitioners and policy makers worldwide.

Editor-in-Chief
Audrey Ceschia

Digital Specs

## Lancet Websites

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<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 50</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).
### LANCET (ALL TITLES) eTOC Email

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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</table>

- **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

### LANCET (ALL TITLES) AIP Email

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