The Journal of Nutrition

Overview

The Journal of Nutrition (JN/J Nutr) publishes peer-reviewed original research papers covering all aspects of experimental nutrition in humans and other animal species; special articles such as reviews and biographies of prominent nutrition scientists; and issues, opinions, and commentaries on controversial issues in nutrition. Supplements are frequently published to provide extended discussion of topics of special interest. The premier journal in its field, JN has been in circulation since 1928. JN is an official monthly publication of the American Society for Nutrition (ASN). Membership in ASN includes a subscription to the online version of JN. JN publishes original research reported by authors in over 50 countries and is distributed worldwide to more than 1000 institutions, in addition to personal subscribers and ASN members. To provide expert evaluation of the various segments of the broad spectrum of nutrition research, the editorial office is assisted by scientists who serve as Associate Editors, editorial board members, and ad hoc reviewers chosen for their nutritional science expertise. They provide constructive evaluation and fair and rapid editorial processing. The frequency of citations to articles published in JN by scientists, clinicians, and others increases each year.

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Global Print Circulation
Online Only
Avg. Global Monthly Visits
8,292
Avg. Global Monthly Unique Visitors
3,403
Avg. Global Monthly Page Views
4,057
Avg. Global eTOC Distribution
87,546

Rate Card
Effective January 2024

Page 1 of 4
Digital Specs

**Website**

<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 300 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).

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**eTOC Email**

<table>
<thead>
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</thead>
<tbody>
<tr>
<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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</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

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**AIP Email**

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200 KB

Animation and expandable banners unavailable
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