The Lancet Planetary Health

Overview

The Lancet Planetary Health is a new online-only title in The Lancet’s growing family of specialty journals, joining The Lancet Public Health and The Lancet Global Health to provide a third pillar in The Lancet’s open-access programme. Building on the foundation of The Rockefeller Foundation–Lancet Commission on planetary health, this monthly journal is committed to publishing high-quality original research Articles, Editorials, Comments, and Correspondence that cover the interplay between health and the determinants of health in our living and physical world.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
76,480

Avg. Global Monthly Unique Visitors
37,486

Avg. Global Monthly Page Views
53,137

Avg. Global eTOC Distribution
38,349

Editor-in-Chief
Raffaella Bosurgi
**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>
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<td>Leaderboard</td>
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<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
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<td>600 x 250</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
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<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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</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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<td>Leaderboard</td>
<td>728 x 90</td>
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</table>

**FORMATS**

- jpeg, png, gif (static image only)

**TRACKING PIXELS**

- No

**MAX FILE SIZE**

- 200 KB

Animation and expandable banners unavailable

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