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.

Visit Website

Rate Card
Effective January 2024

Editor-in-Chief
Raffaella Bosurgi

North America
Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com
Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA
Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com
Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

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

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
## 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>
</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 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).

---

### LANCET (ALL TITLES) eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

### FORMATS
- jpeg, png, gif (static image only)

### TRACKING PIXELS
- No

### MAX FILE SIZE
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all proposals, offers and agreements made between the parties to this Agreement (the "Clients") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous version of the TC. Neither party shall be bound by any previous version of the TC. Neither party shall be bound by any previous version of the TC.

2. Provisions not to apply

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

3. Intellectual property

The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

4. Payment

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

5. Invoices

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

6. Payment terms

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

7. Compliance with laws

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

8. Intellectual property

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

9. Delivery

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

10. Returns

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

11. Use of funds

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.

12. Compliance with laws

Unless otherwise acknowledged by Elsevier in writing, any representations or warranties that it is purchasing Products and Services for its own internal use and not for the benefit of any third party or its agents. The Client shall (a) notify Elsevier in writing of any such proposed use and (b) obtain any necessary consents or approvals from all third parties. The Client shall be responsible for obtaining all necessary consents or approvals from all third parties.