The Lancet Child & Adolescent Health

Overview

With a strong clinical focus, The Lancet Child & Adolescent Health will be an independent journal with an international perspective. The monthly journal will present the most influential and innovative practice-changing original research, as well as authoritative reviews and insightful opinion pieces to promote the health of the whole child, from the fetal period through to young adulthood.

Display Advertising

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Global Print Circulation
Online Only
Avg. Global Monthly Visits
107,036
Avg. Global Monthly Unique Visitors
54,087
Avg. Global Monthly Page Views
67,661
Avg. Global eTOC Distribution
62,133
Audience
General paediatrics, adolescent medicine, child development. All paediatric subspecialties including (but not limited to) allergy and immunology, cardiology, critical care, endocrinology, fetal and neonatal medicine, gastroenterology, haematology, hepatology and nutrition, infectious diseases, neurology, oncology, psychiatry, respiratory medicine, and surgery.

Editor-in-Chief
Jane Godsland

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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<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</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

## LANCET (ALL TITLES) AIP Email

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No

**MAX FILE SIZE**

200 KB

Animation and expandable banners unavailable

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