The Breast

Overview

*The Breast* is an international, multidisciplinary journal for clinicians, which focuses on translational and clinical research for the advancement of breast cancer prevention and therapy.

Visit Website

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**Global Print Circulation**  
*Online Only*  
15,377

**Avg. Global Monthly Visits**  
15,377

**Avg. Global Monthly Unique Visitors**  
6,930

**Avg. Global Monthly Page Views**  
8,693

**Avg. Global eTOC Distribution**  
1,146
**Affiliation**
An Associate Journal of the Australasian Society for Breast Disease
Affiliated with the European Society of Breast Cancer Specialists Official Journal of Breast Centres Network European Society for Medical Oncology

**Editor-in-Chief**
Fatima Cardoso, Lisbon, Portugal

**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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</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).
## eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
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<th>SIZE (PIXELS)</th>
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<tbody>
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<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</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

## AIP Email

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

**FORMATS**: jpeg, png, gif (static image only)

**TRACKING PIXELS**: No

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Animation and expandable banners unavailable

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