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

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

### Audience

Surgeons, medical oncologists, gynecologists, radiation oncologists, endocrinologists, epidemiologists, radiologists, pathologists, breast care nurses, breast cancer advocates, psychologists and all those with a special interest in breast cancer.

### 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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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<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>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</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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<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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#### 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**

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<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**AIP Email**

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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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