Kidney Medicine

Overview

*Kidney Medicine*, an official journal of the National Kidney Foundation, is an open access journal focused on clinical medicine in nephrology and hypertension. The mission of *Kidney Medicine* is to disseminate knowledge relevant to the care of people with or at risk of kidney diseases. Articles appearing in *Kidney Medicine* include original research, case reports and reviews.

Visit Website

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**Global Print Circulation**  Online Only
14,305

**Avg. Global Monthly Visits**
14,305

**Avg. Global Monthly Unique Visitors**
8,170

**Avg. Global Monthly Page Views**
10,091

**Avg. Global eTOC Distribution**
633

**Affiliation**

Official Journal of the National Kidney Foundation

**Audience**

Nephrologists, urologists, and internists.

Page 1 of 3
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>
</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**

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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</table>

**FORMATS**

jpeg, png, gif, (static image only)

**MAX FILE SIZE**

200 KB

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

**AIP Email**

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