Resuscitation

Overview

Resuscitation is a monthly international and interdisciplinary medical journal. The papers published deal with the aetiology, pathophysiology and prevention of cardiac arrest, resuscitation training, clinical resuscitation, and experimental resuscitation research, although papers relating to animal studies will be published only if they are of exceptional interest and related directly to clinical cardiopulmonary resuscitation. Papers relating to trauma are published occasionally but the majority of these concern traumatic cardiac arrest.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
44,243

Avg. Global Monthly Unique Visitors
19,511

Avg. Global Monthly Page Views
25,713

Avg. Global eTOC Distribution
8,261

Affiliation

• The European Resuscitation Council • The American Heart Association • The Australian Resuscitation Council • The New Zealand Resuscitation Council • The Resuscitation Council of Southern Africa • The Japan Resuscitation Council

Audience

The journal content will be of interest to healthcare professionals working in critical care, emergency medicine, acute medicine, anaesthesia, cardiology, paediatrics, and neonatology.
Digital Specs

Website

<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</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).

eTOC Email

<table>
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<td>728 x 90</td>
</tr>
<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

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