Reproductive Biomedicine Online

Overview

This journal covers the formation, growth and differentiation of the human embryo. It is intended to bring to public attention new research on biological and clinical research on human reproduction and the human embryo including relevant studies on animals. It is published by a group of scientists and clinicians working in these fields of study, and independently of any publishing house. Its audience comprises researchers, clinicians, practitioners, academics and patients.

Web and paper versions of this journal bring up-to-date news on the clinical and scientific aspects of this topic, in two volumes per annum with a minimum of three issues per volume. New information, in the form of research papers and comment are presented in English, rapidly and responsibly, together with publishing-associated activities including articles, reviews, abstracts, editorials, commentaries, letters, opinions, case reports, patient information, conference reports, items relevant to counselling, interviews, ethics and law for patients, and other items. The journal is hyperlinked with websites of two charities covering pregnancy and miscarriage, and IVF and infertility.

Every attempt is made to publish rapidly and responsibly. Abstracts are posted on web soon after receipt, with a strong disclaimer stating that this material has not yet been peer-reviewed. Refereeing time is kept to a minimum, and full texts are presented on web immediately the refereeing and adjudicating process is ended. Fully proofed papers are subsequently published in web and paper versions. Submitted items including editorials, comment, news from wider sources, short communications, matters of legal, ethical and counselling importance will be placed on web as soon as possible after their arrival in the office and at the Editor's discretion. The Editor reserves the right to publish certain papers on web that have been criticised by the referees.

The internet version of papers enables data about reproductive health to be made rapidly available to men and women worldwide. Conference proceedings and reports, as well as book chapters discussing matters relevant to the journal's activities will be published. The journal headquarters are located in Cambridge. Articles can be sent to editors in the UK, Europe, India and the USA. Copyright is held by Reproductive Healthcare Ltd.

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## Global Print Circulation
- **Online Only**

## Avg. Global Monthly Visits
- **28,089**

## Avg. Global Monthly Unique Visitors
- **11,155**

## Avg. Global Monthly Page Views
- **15,560**

## Avg. Global eTOC Distribution
- **13,533**

### Affiliation
AAB College of Reproductive Biology (AAB-CRB) / Alpha (Scientists in Reproductive Medicine) / American College of Embryology (ACE) / The Global Chinese Association for Reproductive Medicine (GCARM) / International Society for Fallopian Tubes and Reproductive Surgery (ISFT-RS) / International Society for In Vitro Fertilization (ISIVP) / Mediterranean Society for Reproductive Medicine (MSRM) / Preimplantation Genetic Diagnosis International Society (PGDIS) / Turkish Society of Reproductive Medicine (TSRM)

### Audience
Obstetricians, gynecologists, reproductive endocrinologists, urologists, basic scientists and others who treat and investigate problems of infertility and human reproductive disorders. The journal encourages and supports meaningful basic and clinical research, and facilitates and promotes excellence in professional education, in the field of reproductive medicine. Impact Factor in 2010: 2.285

### Editor-in-Chief
Senior Editor: Jacques Cohen

## Digital Specs

### Website

#### POSITIONS
- **AD**
- **SIZE (PIXELS)**
- **EXPANDABLE (PIXELS)**
- **EXPANDABLE DIRECTION**

<table>
<thead>
<tr>
<th>Top</th>
<th>Leaderboard</th>
<th>728 x 90</th>
<th>728 x 315</th>
<th>Down</th>
</tr>
</thead>
<tbody>
<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).
eTOC Email

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<td>Leaderboard</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

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