Overview

THE LANCET Neurology, published monthly, provides neurology-related specialists something truly rare and valuable—definitive coverage of all aspects of neurology from around the world—in a single, highly readable source.

Every month, THE LANCET Neurology reviews the most recent research, highlighting those advances with the greatest and most immediate impact. Our global reporting capabilities ensure that THE LANCET Neurology provides the most important and current international news from this vast medical specialty.

For our advertisers, this high profile journal provides an excellent platform from which to advertise your products and services relevant to the neurology professional. We are confident that THE LANCET Neurology is the first place neurology-related specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
174,662

Avg. Global Monthly Unique Visitors
70,345

Avg. Global Monthly Page Views
98,727

Avg. Global eTOC Distribution
112,346

Audience

Clinicians and researchers, world-wide, in all areas of neurology.
Digital Specs

**Lancet Websites**

<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>
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<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 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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).

**LANCET (ALL TITLES) eTOC Email**

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</tbody>
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**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
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**LANCET (ALL TITLES) AIP Email**

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**LANCET (ALL TITLES) AIP Email**

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

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