

# Journal of Cardiac Failure

## Overview

*Journal of Cardiac Failure* is the official publication of the influential Heart Failure Society of America (HFSA) and Japanese Heart Failure Society (JHFS). The journal's peer-reviewed original papers and review articles address clinical research, basic human studies, and bench research with potential clinical applications to heart failure-pathogenesis, etiology, epidemiology, pathophysiological mechanisms, assessment, prevention, and treatment. *Journal of Cardiac Failure*, as the voice of the specialty, also publishes guidelines issued by the Heart Failure Society of America that will help further define the practice of cardiovascular medicine and that readers will use repeatedly.

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Global Print Circulation Online Only	Avg. Global Monthly Visits 30,987	Avg. Global Monthly Unique Visitors 13,670	Avg. Global Monthly Page Views 17,120	Avg. Global eTOC Distribution 3,284
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Affiliation

Official Journal of the Heart Failure Society of America and the Japanese Heart Failure Society

Audience

Cardiologists and internal medicine practitioners.

Editor-in-Chief

Robert Mentz, MD, Duke University Medical Center, Durham, North Carolina, United States

## Digital Specs

### Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

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

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

Animation and expandable banners unavailable

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- 11. Audit** Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.
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eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023

Monthly average web metrics based on the period of July 2022 to June 2023