**Overview**

*Metabolism* is an authoritative source of practical information on metabolic processes and diseases in the areas of nutrition, genetics, dystrophies, diabetes, and gout. Reviews and surveys on the status of research and practice in specific metabolic disorders are featured.

**Visit Website**

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**Global Print Circulation**

Online Only

**Avg. Global Monthly Visits**  
26,617  
**Avg. Global Monthly Unique Visitors**  
11,854  
**Avg. Global Monthly Page Views**  
14,955  
**Avg. Global eTOC Distribution**  
3,128
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 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).

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**eTOC Email**

<table>
<thead>
<tr>
<th>POSITION</th>
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<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<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

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**AIP Email**

<table>
<thead>
<tr>
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<th>AD</th>
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<tbody>
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</tbody>
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**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

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Audience
Physicians, Internists, nutrition scientists, endocrinologists (clinicians and researchers)

Editor-in-Chief
Christos S. Mantzoros, MD, DSc
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Appendix:

Table: Performance Metrics

<table>
<thead>
<tr>
<th>Product</th>
<th>2022 Q1</th>
<th>2022 Q2</th>
<th>2022 Q3</th>
<th>2022 Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>75%</td>
<td>80%</td>
<td>85%</td>
<td>90%</td>
</tr>
<tr>
<td>Science</td>
<td>85%</td>
<td>90%</td>
<td>95%</td>
<td>100%</td>
</tr>
<tr>
<td>Technology</td>
<td>60%</td>
<td>65%</td>
<td>70%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Note: These figures are based on a rolling quarterly basis and are subject to change.