Metabolism

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.

Display Advertising

Jessica Jimenez-Ahmed United States  
267-226-8166  
j.jimenez-ahmed@elsevier.com

Robert Bayliss Europe  
44 20 7424 4454  
r.bayliss@elsevier.com

Virginia Van Homrigh APAC  
61 448 008159  
v.vanhomrigh@elsevier.com

Derek Zakaib Canada  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global  
212-633-3713  
j.hong@elsevier.com

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

Audience

Physicians, Internists, nutrition scientists, endocrinologists (clinicians and researchers)
Digital Specs

Website

<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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</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 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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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</table>

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

AIP Email

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Contact your sales representative for all digital advertising rates and opportunities.
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- failing to meet any deadline or time of delivery;
- any injury to property;
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