Midwifery

Overview

The aims of *Midwifery* are: to enhance the quality of care for childbearing women and their families; to encourage midwives to explore and develop their knowledge, skills and attitudes; to provide an international, interdisciplinary forum for the publication, dissemination and discussion of advances, controversies and current research; to promote continuing education through publication of reviews and updates on all aspects of midwifery; and to cover the clinical, epidemiological, education, managerial and technological areas of Practice.

Visit Website

North America

Aileen Rivera  North America  917-825-3954 mailto:a.rivera@elsevier.com

Traci Peppers  North America  347-449-4997  t.peppers@elsevier.com

EMEALA

Katy Parker  EMEALA  +44 (0) 7796 925011  k.parker@elsevier.com

Monika Giergielewicz  EMEALA  +44 (0) 7796 925011  m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh  APAC  61 448 008359  v.vanhomrigh@elsevier.com

Global Print Circulation Online Only
Avg. Global Monthly Visits Available upon request
Avg. Global Monthly Unique Visitors Available upon request
Avg. Global Monthly Page Views Available upon request
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).
eTOC Email

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<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

AIP Email

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**Rate Card**

**Effective January 2024**

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