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

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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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<tbody>
<tr>
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<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

### AIP Email

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Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

11. Audit

The Client may require Elsevier to verify Client’s compliance with the TC. Elsevier shall be entitled to verify Client’s compliance with the TC.

12. Eligibility

Clients shall be eligible to order any or all of the Products or Services unless they are ineligible under the TC.

13. Intellectual property

If the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can request additional costs for such alterations.

14. General

Failure or delay by Elsevier in delivering the Products or Services to the Client shall not be deemed to be a breach of the TC and any such delivery date shall be extended by the amount of time required by Elsevier to make the alterations.

15. Payment

The Client shall pay for the Products and Services in accordance with the TC and the terms and conditions applicable to the Products and Services.

16. Liability and claims

If the Client wishes to dispute any invoice (or part), the Client shall provide full details of such dispute to Elsevier in writing. The Client shall remain liable for such payment until the dispute is resolved.

17. Indemnification

The Client shall indemnify Elsevier against all losses, liabilities, claims, damages, costs and expenses (including legal fees and expenses incurred by Elsevier) arising out of or in connection with the Client’s infringement of any intellectual property rights or other proprietary rights.

18. Force majeure

Any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier shall be at the Client’s risk as from delivery. The Client shall be entitled to reject any Product that has not been published.

19. Exclusion of liability

Except as otherwise agreed in writing, Elsevier shall be entitled to make alterations to the Products and Services.

20. Audit

Orders for advertisements must be cancelled in writing prior to the relevant ad insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable.

21. Сonfirmation and modification of order

Any modifications to the agreed product or service price, budget, schedule, or any other aspect of the order shall be made in writing and signed by both parties to the order. Failure or delay by Elsevier in delivering or performing the Services shall be deemed to be a breach of the TC.

22. Limitation of liability

In such event, Elsevier may either (i) provide alternative products of equivalent value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her influence or position to influence the other party or the other party’s employees to act in an improper manner; (ii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (iii) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (iv) the Client does not attempt to influence any person or entity; (v) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (vi) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (vii) the Client does not attempt to influence any person or entity; (viii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (ix) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (x) the Client does not attempt to influence any person or entity; (xi) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xii) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xiii) the Client does not attempt to influence any person or entity; (xiv) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xv) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xvi) the Client does not attempt to influence any person or entity; (xvii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xviii) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xix) the Client does not attempt to influence any person or entity; (xx) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xxi) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xxii) the Client does not attempt to influence any person or entity; (xxiii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xxiv) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xxv) the Client does not attempt to influence any person or entity; (xxvi) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xxvii) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xxviii) the Client does not attempt to influence any person or entity; (xxix) Advertising Content complies with any applicable laws, rules, industry codes, regulations and administrative orders issued by any governmental authority; (xxx) the Client does not commit false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any patents, trademarks, copyrights, trade names, or trade dress or any trade secrets; (xxxi) the Client does not attempt to influence any person or entity;