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 008159
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
**Affiliation**  
Officially recognised by the European Midwives Association

**Editor-in-Chief**  
Professor Debra Bick

**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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<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

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent [the "Client"] relating to the products and/or services of Elsevier ["the Products and/or Services"] and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties [the "TC"].

2. Offer and acceptance/ Description

Each order for the Products and/or Services from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commencement performance of the Services by Elsevier. All orders are subject to acceptance by the Client. Unless otherwise expressly agreed in writing by Elsevier, the Client acknowledges that any such Products or Services are for the exclusive use of the Client and are not intended for sale or distribution by the Client. The Client is responsible for ensuring that the Products and/or Services purchased from Elsevier are for the Client's own account and use and not on behalf of any other person or entity. If a Client is an agent, it represents and warrants that it is purchasing the Products and/or Services from Elsevier for the account and use of no more than one identified institutional subscriber or principal, if the Client is authorized to order or purchase any subscription or service in the name of another person or entity.

3. Execution and modification of the order

Any modifications to the agreed product or service description, budget or schedule, or set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule if Elsevier determines such modifications may also result in an adjustment to the agreed final price and/or delivery schedule.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing, the products and/or services for the Products and/or Services shall be set out in Elsevier's current price list [whether print or online]. All such prices shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other fees imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, the Client shall provide to Elsevier's VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the payment of the resale price, the Client shall increase the price actually remitted to Elsevier by an amount sufficient to offset the withholding tax, and invoice Elsevier for the increased that is actually remitted to Elsevier. All financial transactions must be settled in the currency of the applicable Elsevier's invoice. The Client shall be solely responsible for its own cost for complying with any foreign-exchange-related procedures in the said territory that are necessary to enable the Client to pay Elsevier.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and/or beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full [full and cleared funds] all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on account.

6. Delivery

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or services of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers any amounts due in respect of its sales of the Products, executing credit control and solely bearing all of its losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

7. Intellectual property

Copyright and all other intellectual property rights to the Products, Elsevier's publications, and other products or Services shall be retained by Elsevier unless otherwise agreed in writing. The Client is granted the non-exclusive, non-transferable and non-sublicensable right to use the Products and/or Services for its own and its customers' internal business purposes only. The Client will not reproduce or copy any Product or Service or any part thereof, or assign, transfer or sublicense without the prior written permission of Elsevier. The rights granted by Elsevier are to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS OF ACTION FOR NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER INTENDS TO LIMIT OR LIMIT LIABILITY TO THE EXTENT PERMITTED BY LAW.

8. Liability and claims

In the event of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind on the part of Elsevier (whether express or implied), in respect of the Products and/or Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC shall exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are supplied to the Client that contain third-party product or software such make may be subject to additional licence terms.

9. Force majeure

If by reason of labor disputes, strikes, inability to obtain labor or materials, fire or other action of the Client's acts, accidents, power or telecommunications failure, customs, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part in its obligations set out in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to correct the problem as soon as it is possible to do so and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints

Unless otherwise agreed in writing by Elsevier, the Products and/or Services for the Products and/or Services shall be set out in Elsevier's current price list [whether print or online]. All such prices shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other fees imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, the Client shall provide to Elsevier's VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the payment of the resale price, the Client shall increase the price actually remitted to Elsevier by an amount sufficient to offset the withholding tax, and invoice Elsevier for the increased that is actually remitted to Elsevier. All financial transactions must be settled in the currency of the applicable Elsevier's invoice. The Client shall be solely responsible for its own cost for complying with any foreign-exchange-related procedures in the said territory that are necessary to enable the Client to pay Elsevier.

11. Audit

The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any other premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

12. Compliance with laws

Verification of any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with the Products and Services agreed by both the parties in the relevant order, including such things as format, printing processes, technical, design and size of address, file size, and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued as published for the sole purpose of giving a approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for repudiating the contract, as the case may be, unless they are the result of fraud.

13. Force majeure

If by reason of labor disputes, strikes, inability to obtain labor or materials, fire or other action of the Client's acts, accidents, power or telecommunications failure, customs, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part in its obligations set out in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to correct the problem as soon as it is possible to do so and to avoid the effects of such event to the extent possible.

14. General

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent [the "Client"] relating to the products and/or services of Elsevier ["the Products and/or Services"] and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties [the "TC"].

Midwifery

Rate Card
Effective January 2024

Rate Card

Effective January 2024

Page 4 of 4

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