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.

Affiliation

Officially recognised by the European Midwives Association

Audience

Midwives and maternity care providers

Display Advertising

Jeff Berman United States
215-249-3060
jberman@bemediapartners.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

Kenneth Naylor Global
212-653-3735
k.naylor@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 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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<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

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
2. Offer and acceptance/ Description Each order placed by the Client 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 the Client. For all Product orders, the Client is subject to acceptability of the ordered Products. Unless otherwise expressly agreed in writing by Elsevier, the Client acknowledges that Elsevier's offering to supply the Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use. The Client acknowledges that representation of this variation and warranty will cause impenetrable hardship to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all notices of the Products and Services from Elsevier, including all actual products that have not been previously properly identified by Client. Elsevier shall utilize commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, size and kind of address file, weights 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 or published for the sole purpose of giving an 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 repudiation or rescission, as the case may be, of the said price or payment.

4. Prices, taxes and currencies Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be as set out in Elsevier's current price list (whether printed or online). All such price lists shall be exclusive of any handling, packing, loading, freight, transit, and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other levies 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, Client shall provide to Elsevier Client’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 Product, the Client is required to withhold any such tax on the purchase price. Client shall indemnify Elsevier against all penalties, claims and defences in relation to the payment of any such tax to the extent that the Client fails to provide such evidence or fails to withhold such tax. Any payment to the Client shall become due and payable on the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad schedule.

5. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Late payments will be charged interest at the rate of 1% per month on any amount charged out and not paid when due, until the amount actually paid to Elsevier, with Bank charges, and/or fines assessed by Elsevier in connection with such payments. All outstanding invoices shall be paid in full. Elsevier may terminate this TC at any time in the event of a breach by the Client. Client acknowledges that a higher price would be payable for the Products than under the TC due to the exclusions of rights under the TC. All amounts payable under the TC shall be paid net of any applicable tax, including taxes on sales and use taxes. Sales tax will be charged in accordance with the laws of the jurisdiction in which any transaction occurs. All monies received by Elsevier shall be applied in full satisfaction of any obligations of Elsevier to the Client, whether for Products or Services. Invoices presented for the partial or total amount of any sum due under the TC will be deemed to be accepted until and unless paid in full. The Client acknowledges that a higher price would be payable for the Products than under the TC. Any uncollected accounts or invoices shall be subject to interest at the then applicable legal rate, together with the amount of any collection fees or other ancillary costs incurred by Elsevier. If the Client is unable to pay any of its obligations, Elsevier may terminate the TC in whole or in part, and any sums paid by the Client shall be retained by Elsevier until such time as the Client clears all such sums. The Client acknowledges that all of its obligations under the TC, except for obligations on an open account, shall be irrevocably past due and due at once. Any sums due and owing to Elsevier shall bear interest from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier. If the Client was obligated to pay interest under the TC, it shall pay interest on any sums due and owing to Elsevier from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier. If the Client was obligated to pay interest under the TC, it shall pay interest on any sums due and owing to Elsevier from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier.

6. Liability and claims To the MAXIMUM EXTENT PERMITTED BY LAW FOR ANY OTHER LOSS WHATSOEVER TO BE Incurred in the event of a breach by the Client. Client acknowledges that a higher price would be payable for the Products than under the TC due to the exclusions of rights under the TC. All amounts payable under the TC shall be paid net of any applicable tax, including taxes on sales and use taxes. Sales tax will be charged in accordance with the laws of the jurisdiction in which any transaction occurs. All monies received by Elsevier shall be applied in full satisfaction of any obligations of Elsevier to the Client, whether for Products or Services. Invoices presented for the partial or total amount of any sum due under the TC will be deemed to be accepted until and unless paid in full. The Client acknowledges that a higher price would be payable for the Products than under the TC. Any uncollected accounts or invoices shall be subject to interest at the then applicable legal rate, together with the amount of any collection fees or other ancillary costs incurred by Elsevier. If the Client is unable to pay any of its obligations, Elsevier may terminate the TC in whole or in part, and any sums paid by the Client shall be retained by Elsevier until such time as the Client clears all such sums. The Client acknowledges that all of its obligations under the TC, except for obligations on an open account, shall be irrevocably past due and due at once. Any sums due and owing to Elsevier shall bear interest from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier. If the Client was obligated to pay interest under the TC, it shall pay interest on any sums due and owing to Elsevier from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier. If the Client was obligated to pay interest under the TC, it shall pay interest on any sums due and owing to Elsevier from the due date of each such sum at the then applicable legal rate, together with any collection fees incurred by Elsevier.