**Overview**

Launching in Summer 2019, *The Lancet Rheumatology* is a new specialty journal published by *The Lancet*. This monthly journal is committed to publishing content relevant to rheumatology specialists worldwide, with a focus on studies that advance clinical practice, challenge the status quo, and advocate change in health policy.

**Audience**

Rheumatology specialists

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**Global Print Circulation**

<table>
<thead>
<tr>
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<td><strong>Page Views</strong></td>
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<tr>
<td><strong>eTOC Distribution</strong></td>
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Digital Specs

Lancet Websites

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<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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</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).

LANCET (ALL TITLES) eTOC Email

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

Formats: jpeg, png, gif (static image only)

Tracking Pixels: No

Max File Size: 200 KB

Animation and expandable banners unavailable

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