The Lancet Rheumatology

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.

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<th>APAC</th>
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</thead>
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**Audience**

Rheumatology specialists
## Digital Specs

### Lancet Websites

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<th>EXPANDABLE (PIXELS)</th>
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<td>Mobile Leaderboard</td>
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<td>Skyscraper</td>
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<td>On page load</td>
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### FORMATS
- jpeg, png, gif, HTML5†, 3rd party tags

### TRACKING PIXELS
- Yes

### MAX FILE SIZE
- 200 KB

### MAX ANIMATION (TIME/LOOPS)
- 15 seconds/3 loops

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- 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).

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### FORMATS
- jpeg, png, gif (static image only)

### TRACKING PIXELS
- No

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Animation and expandable banners unavailable

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