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.

**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**

66,510

**Avg. Global Monthly Unique Visitors**

33,866

**Avg. Global Monthly Page Views**

42,944

**Avg. Global eTOC Distribution**

22,007

---

**Audience**

Rheumatology specialists
### Digital Specs

#### Lancet Websites

<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).

**LANCET (ALL TITLES) 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>
</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 the Client. (the "Client") relating to the products and services of Elsevier ("the Products and Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous agreements between the parties ("the TCs"). For the purposes of this TC, any reference to the words "this TC" or "these terms and conditions" shall include a reference to any replacement terms and conditions in the subsequent order acknowledgments, unless it is otherwise agreed. If any provision of these terms and conditions is held by a court of competent jurisdiction to be invalid or unenforceable, the invalidity or unenforceability shall not affect the remaining provisions, which shall remain in full force and effect. 

2. Offer and acceptance/ Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products or Services from Elsevier for the price and on the terms and conditions set out in this TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client or commencement of the Services for the Client. All products offered for sale or for the delivery of the Products are only delivered to the extent that the Client has agreed to accept them. Unless otherwise expressly agreed in writing, Elsevier represents and warrants that it is purchasing Products from third parties and it is not and shall not be responsible for the supply of the Products or Services from the Client in accordance with the terms of this TC. 

3. Prices and taxes

Prices shall be quoted in the currency specified in the TC. If no dates are so specified, delivery/performance will be within a reasonable time. Failure or delay by Elsevier in enforcing or 

4. Payment

If no dates are so specified, delivery/performance will be within a reasonable time. Failure or delay by Elsevier in enforcing or 

5. Payment

Failure or delay by Elsevier in enforcing or 

6. The Client agrees to engage, assist, reproduction or plagiarize the Products or any other products of Elsevier, unless it shall do so in a substantially fair manner or as otherwise agreed in writing. The Client shall purchase the Products and/or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the benefit of and for the use of no more than one identified institutional subscriber or principal as appropriate. If the Offer is to be performed or fulfilled in whole or in part by any foreign exchange or financial transaction, then the credit that must be met to the TC shall be met in the currency of the applicable Elsevier. The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any other place where the Products or Services are stored or located) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. 

7. Comfortable or unstoppable

Elsevier does not warrant that the liability of Elsevier is to be limited in accordance with these terms and conditions and the TC shall prevail. Any variation to the TC and any subsequent order acknowledgment shall be in writing and signed by an authorized representative of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for fraud or fraudulent misrepresentation. Where Products are supplied to the Client, then the Client shall be the third party product or service, such a sale may be subject to additional terms and conditions.