

# Journal of Thoracic Oncology

## Overview

The *Journal of Thoracic Oncology*, the official Journal of the International Association for the Study of Lung Cancer, is the primary educational and informational publication for topics relevant to detection, prevention, diagnosis, and treatment of thoracic malignancies. The journal emphasizes a multidisciplinary approach, and includes original research (clinical trials and translational or basic research), reviews, and opinion pieces.

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## **APAC**

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Global Print Circulation

Online Only

Avg. Global Monthly Visits

61,187

Avg. Global Monthly Unique Visitors

26,113

Avg. Global Monthly Page Views

37,569

Avg. Global eTOC Distribution 9,979





#### Affiliation

International Association for the Study of Lung Cancer

#### Audience

Epidemiologists, medical oncologists, radiation oncologists, thoracic surgeons, pulmonary specialists, radiologists, pathologists, and research scientists with a special interest in thoracic oncology.

#### Editor-in-Chief

Alex A. Adjei, MD, PhD, FACP

# **Digital Specs**

# Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

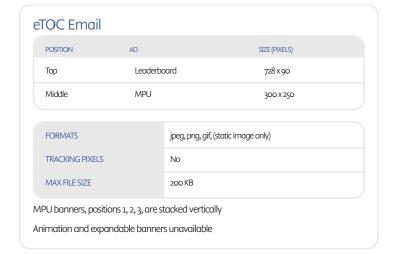
FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 KB
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

<sup>\*</sup>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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Circulation updated on August 18th, 2022, based on 12-month monthly average July 2021-June 2022

eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023

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

