The Lancet Public Health

Overview

*The Lancet Public Health* is a monthly, open access, online-only journal working in partnership with our existing family of *Lancet* titles. Our focus is to attract, review, and publish quickly high-quality original research that contributes to advancing public health practice and policy making worldwide. The journal publishes Research Articles, Editorials, Comments, and Correspondence.

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**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

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**Global Print Circulation**  
Online Only

**Avg. Global Monthly Visits**  
71,486

**Avg. Global Monthly Unique Visitors**  
58,152

**Avg. Global Monthly Page Views**  
104,297
**Audience**
Public health practitioners and policy makers worldwide.

**Editor-in-Chief**
Audrey Ceschia

## 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>
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<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

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<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

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The Client public health/