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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Global Print Circulation
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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>
</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 120 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>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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

**Tracking Pixels**: No

**Max File Size**: 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

### LANCET (ALL TITLES) AIP Email

<table>
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