

# The Surgeon

# Overview

Since its establishment in 2003, *The Surgeon* has established itself as one of the leading multidisciplinary surgical titles, both in print and online. *The Surgeon* is published for the worldwide surgical and dental communities. The goal of the *Journal* is to achieve wider national and international recognition, through a commitment to excellence in original research. In addition, both Colleges see the *Journal* as an important educational service, and consequently there is a particular focus on post-graduate development. Much of our educational role will continue to be achieved through publishing expanded review articles by leaders in their field.

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### Global

Adam Moorad Global mailto:adam.moorad@conexiant.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits

1

Avg. Global Monthly Page Views

2

#### Affiliation

Journal of the Royal Colleges of Surgeons of Edinburgh and Royal College of Surgeons in Ireland

#### . . .

Surgical and dental communities worldwide

#### Editor-in-Chief

Robert Steele, MD FRCSEd FRCSEng FCSHK





# **Digital Specs**

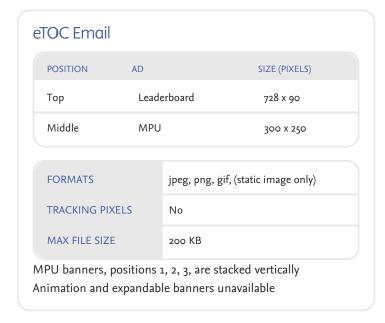
# Website

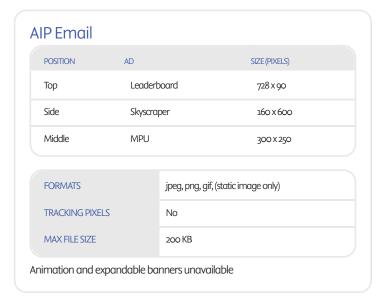
POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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	ı 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).









Contact your sales representative for all digital advertising rates and opportunities.

# Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	N/A	
eTOC Leaderboard	N/A	
eTOC Large Rectangle	N/A	
eTOC AIP	N/A	
Prestitial	N/A	

Digital rates vary by country, please contact the relevant contact person for rates outside of the US.





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9. Force majeure If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

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Circulation updated on 1st July, 2024, based on 12-month monthly average July 2023-June 2024

eTOC Metrics: 12 Month Average of eTOC sends - July 2023 to June 2024

Monthly average web metrics based on the period of July 2023 to June 2024

