

ESMO Open

Overview

ESMO Open is the European Society for Medical Oncology's online-only, peer-reviewed open access journal, dedicated to publishing high-quality medical research and educational content from all disciplines of oncology, with a focus on innovative clinical and translational cancer research. The Journal aims to maximize industry networks to curate and disseminate preclinical or translational data. We hope to bridge the gap between basic research and clinical applications, facilitating the translation of groundbreaking discoveries into tangible advancements in cancer care. Our platform will serve as a catalyst for innovation, nurturing the dialogue between academia, industry, and clinical practice.

The journal aims to publish research in all disciplines, experimental, translational, diagnostic and therapeutic areas related to oncology, including original articles, reviews, editorials, correspondence, brief reports, research letters, clinical assay interpretation, diagnostic test presentations and viewpoint articles. In addition, the journal welcomes phase I trials and meta-analyses, and will also publish reviews from important European Society for Medical Oncology (ESMO) conferences and meetings as well as position statements on behalf of ESMO.



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Global

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Global Print Circulation
Online Only

Avg. Global Monthly Visits

27,466

Avg. Global Monthly Unique Visitors 21,524

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Affiliation

European Society for Medical Oncology (ESMO)

Audience

Clinicians and researchers, worldwide, in all areas of oncology.





Digital Specs

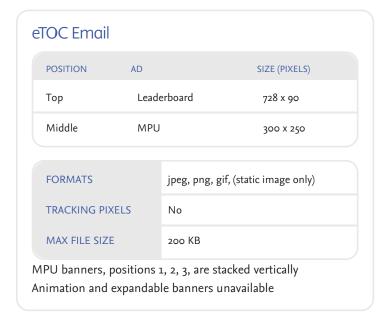
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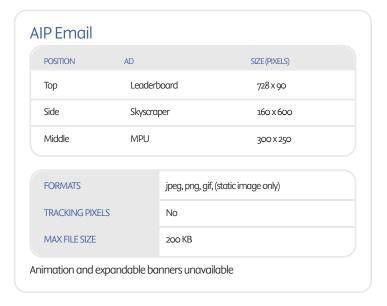
POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

^{*}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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eTOC Leaderboard	\$525	
eTOC Large Rectangle	\$420	
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Prestitial	Available upon request	

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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

