

# The Lancet Psychiatry

## Overview

*The Lancet Psychiatry* launched in print and online in June 2014, following in the footsteps of other *Lancet* specialty journals such as *The Lancet Oncology* and *The Lancet Neurology*. The journal offers the same fast track experience offered by its sister journals for all authors of research papers that are selected for peer review, where articles can be published online within 8 weeks of submission.

The journal publishes a range of article types in psychiatry, including Original Research, Reviews, Personal Views, Comments, and News articles. Topics include psychopharmacology, psychotherapy and psychosocial approaches to all psychiatric disorders, across the life course. The journal covers innovative treatments and the biological research underpinning such developments, novel methods of service delivery, and new ways of thinking about mental illness promoted by social psychiatry. The journal will also advocate strongly for the rights of people with mental health disorders, and welcome the voices of service users.

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## Global

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Global Print Circulation  
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Avg. Global Monthly Visits  
115,493

Avg. Global Monthly Unique Visitors  
91,028

Avg. Global Monthly Page Views  
188,562

Avg. Global eTOC Distribution  
77,010

Audience  
Psychiatrists

Editor-in-Chief  
Niall Boyce

Issuance  
12 times per year

## Digital Specs

### Lancet Websites

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	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).

### LANCET (ALL TITLES) eTOC Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

Animation and expandable banners unavailable

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

## Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	\$160	
eTOC Leaderboard	\$3 990	
eTOC Large Rectangle	\$3 780	
eTOC AIP	Available upon request	
Prestitial	\$4 000	

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

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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