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	Avg. Global Monthly Visits	Avg. Global Monthly Unique Visitors	Avg. Global Monthly Page Views	Avg. Global eTOC Distribution
Online Only	117,485	79,289	197,219	79,966

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)	$165	
eTOC Leaderboard	$4200	
eTOC Large Rectangle	Available upon request	
eTOC AIP	$4500	
Prestitial	$255	CPM

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

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11. Audit Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

12. Compliance with laws Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or political parties or candidates (jointly "Government Official"). Neither the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

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Circulation updated on 1st September, 2025, based on 12-month monthly average September 2024-Aug 2025

eTOC Metrics: 12 Month Average of eTOC sends - September 2024 to Aug 2025

Monthly average web metrics based on the period of September 2024 to Aug 2025