Journal of Biological Chemistry (2027)

Overview

For 120 years, the Journal of Biological Chemistry (JBC) has delivered enduring, high-quality research to the scientific community. JBC is a hub for scientists across multiple disciplines, publishing research articles as well as reviews and methods papers in all fields related to biochemistry and molecular biology including:bioenergeticscell biologydevelopmental biologyDNA and chromosomesenzymologygene regulationgenomics and proteomicsglycobiologyimmunologylipidsmembrane biology metabolismmicrobiologymolecular bases of diseasemolecular biophysicsneurobiologyplant biologyprotein structure and foldingprotein synthesis and degradationRNA biologysignal transductionAdditional marketing materials available : ASBMB Sponsored Topic Collections and ASBMB Journal Webinar Sell Sheet., full_html

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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	154,990	105,878	234,014	603

Affiliation
The American Society for Biochemistry and Molecular Biology (ASBMB)

Audience
Biochemists and Molecular Biologists

Editor-in-Chief
Alex Toker, PhD

Digital Specs

Website

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).

eTOC Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

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

AIP Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

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

Animation and expandable banners unavailable

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Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	Available upon request	
eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

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 October 2026, based on 12-month monthly average October 2025-September 2026

eTOC Metrics: 12 Month Average of eTOC sends - October 2025 to September 2026

Monthly average web metrics based on the period of October 2025 to September 2026