



Beyond Reprints

Engage, inform and build confidence with the right audience

With an Elsevier eReprint, you are helping physicians stay up-to-date with the latest developments, enabling them to care for their patients; the more people you reach, the more will benefit from your content.

So how do you target the healthcare professionals in your therapy area? Relevance is key to success, and with Elsevier's unrivalled reach, you can engage as many physicians as possible. Getting your eReprint to the people who need it is simple with Elsevier's advertising solutions.

Advertising solutions are available across Elsevier's range of high-quality titles across all therapy areas

www.elsmediakits.com/us/display



Discover a selection of the available titles here and contact us to explore the full range.

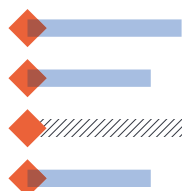
Options for advertising and disseminating your eReprint*



→ Banner Advertising

[More info](#)

Banner adverts can be placed on the Elsevier journal website that your target audience is reading. When a user clicks on your banner, they will go through to your full text article. Banner advertising can be segmented geographically, and the same creative can be run across all Elsevier sites.



→ Electronic Table of Contents (eTOC)

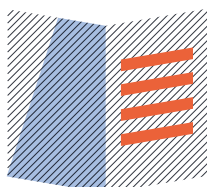
[More info](#)

Before the print edition of a journal is dispatched, an automatic email is sent out to opted-in users with a list of the newest articles published. You can advertise on these emails, with leaderboard and skyscraper banner slots. Advertising can be targeted geographically, to meet your multinational campaign needs.



→ Podcast advertising

Expand your brand awareness with Elsevier: associate with leading journals or societies through podcast advertising. You can sponsor a single episode or an entire series of a journal or society podcast, helping you reach new audiences with your message. With options including pre-, during-, or post-episode mentions of your sponsorship, and visual branding, you can make an audible impact on your target audience.



→ Cover Wrap Ad Program

[More info](#)

Get targeted, measurable and scalable results with this long form advertising solution. When physicians receive three communications from Elsevier a month over four months, script fills increase by 18% compared to a control group.

- Target your competitor's best HCPs
- IQVIA will measure the switch to your brand

Cover Wraps contact person: Hank Blaney, h.blaney@elsevier.com



More information:

www.elsmediakits.com/us/display

Ready to get started? Please contact:

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*Programs subject to availability/approval

Sample journals

Discover a selection of the available titles here and contact us to explore the full range.



Cardiology

Journal of the American College of Cardiology

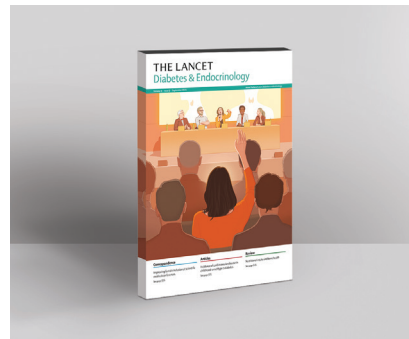
Impact Factor (2020)	24.094
Monthly visits	406,692
Monthly pageviews	685,036
TOC email open rate	23%



Dermatology

Journal of the American Academy of Dermatology

Impact Factor (2020)	11,527
Monthly visits	203,229
Monthly pageviews	384,194
TOC email open rate	17.20%



Diabetes/Endocrinology

The Lancet Diabetes & Endocrinology

Impact Factor (2020)	32.069
Monthly visits	168,952
Monthly pageviews	236,934
TOC email open rate	17.80%



Gastroenterology

Gastroenterology

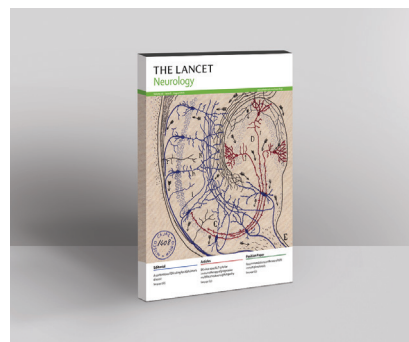
Impact Factor (2020)	22.682
Monthly visits	228,243
Monthly pageviews	365,711
TOC email open rate	18.50%



Infectious Diseases

Clinical Microbiology and Infection

Impact Factor (2020)	8.067
Monthly visits	127,915
Monthly pageviews	172,297
TOC email open rate	23.20%



Neurology

The Lancet Neurology

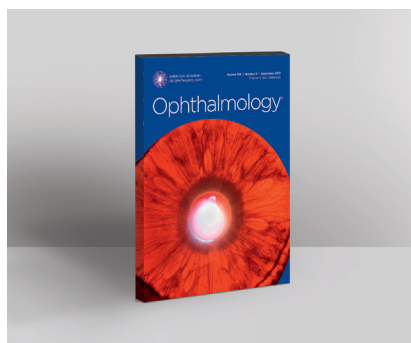
Impact Factor (2020)	44.182
Monthly visits	178,589
Monthly pageviews	251,173
TOC email open rate	19.00%



Oncology

The Lancet Oncology

Impact Factor (2020)	41.316
Monthly visits	232,191
Monthly pageviews	334,977
TOC email open rate	16.90%



Ophthalmology

Ophthalmology

Impact Factor (2020)	12.079
Monthly visits	89,457
Monthly pageviews	155,117
TOC email open rate	20.70%



Pediatrics

The Journal of Pediatrics

Impact Factor (2020)	4.406
Monthly visits	151,638
Monthly pageviews	238,616
TOC email open rate	11.10%



Respiratory

Chest

Impact Factor (2020)	9.410
Monthly visits	349,986
Monthly pageviews	519,396
TOC email open rate	23.50%



Rheumatology

Osteoarthritis and Cartilage

Impact Factor (2020)	6.576
Monthly visits	25,768
Monthly pageviews	39,339
TOC email open rate	16.30%



Urology

European Urology

Impact Factor (2020)	20.096
Monthly visits	67,456
Monthly pageviews	110,445
TOC email open rate	26.70%

More information:

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