

Anesthesiology Open

510,239

Anesthesiology / Pain Medicine Specialty Average Monthly Visits

Format

Online Only

Website

<https://journals.lww.com/anesthesiologyopen>

Specialty

Anesthesiology / Pain Medicine

Content Focus

Anesthesiology Open is an online, peer-reviewed, open access journal that complements and expands the reach of *Anesthesiology* by publishing high-quality articles with both broad and specialized clinical and research interest. The mission of *Anesthesiology Open* is to promote scientific discovery and knowledge in perioperative, critical care, pain, palliative care, and sleep medicine to advance patient care.

Executive Editor

Yandong Jiang, M.D., Ph.D.

Frequency

Continuous publication with bi-monthly compendiums (6 issues per year)

Advertising Guidelines

Subject to approval by Editor and the ASA. New copy must be received by the Publisher two weeks before closing date. [View the ASA Advertising Policy.](#)

Digital Audience Engagement

	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	209,625	300,614	510,239
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	304,401	520,525	824,926

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Receive 100% SOV with two ad positions and ability to have different ads in



each position.

Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing newsletter from the editors of Lippincott's most valuable news sources. Specialty targeted, spotlight, journal and society branded newsletter options available.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Closing Dates

Contact your Sales Representative for closing dates and availability.

Online Specifications

[Download Online Advertising Specs](#)

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