

Taylor & Francis Advertising



Our advertising solutions give you the opportunity to position your brand alongside our highly authoritative peer-reviewed journals and reach your core audience.

Start exploring now at:
www.tandfonline.com



Taylor & Francis Group
an informa business

Taylor & Francis aligns your campaign to premier medical journals read by researchers, clinicians, and academics.

Employing precision advertising, we create successful plans to improve the visibility of your products. Many of our journals are affiliated with prestigious societies and are distributed to their membership, which puts your brand in front of specialists in your fields.



750k+

peer-reviewed articles



7.3m+

advertising impressions per month



400+

medical and bioscience journals



77%

average viewability rate*

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Work with our team of experts to create a tailored keyword list to ensure your message is targeted to the right audience.

Taylor & Francis will match your comprehensive keyword list to the most appropriate articles across our portfolio.

Our expert team will make recommendations based on your initial keyword list.

We can also make suggestions based on your product message, campaign goals, website profile, and/or agenda.

- Advertising impressions
- Unique users
- Click-through rates
- Daily traffic
- A/B testing results
- Geographic breakdown
- List of who has viewed the advert

▶ **Technical specifications**

728 x 90 – leaderboard, 160 x 600 – skyscraper

▶ **Formats accepted**

Jpeg, TIFF, PNG, script (third party tags), html5 (with backup image), custom_dcm

To discuss your advertising needs and find the perfect place for your campaign, contact our experts at advertising@taylorandfrancis.com.

Pricing: \$80 CPM

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