PLOS
Media kit 2026

Increase your company's visibility and promote your messages to influential science and medical professionals across the globe.
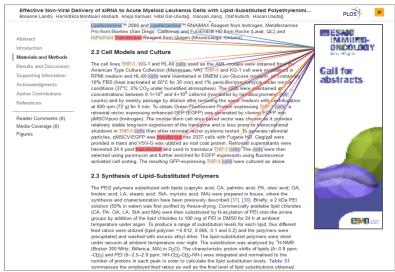
More than 6.6 million scientists, scholars and clinicians visit PLOS journals every month to view, cite, and share the latest peer-reviewed research for free. With over 360,000 research articles, and new publications added daily, more content for readers means more possibilities for you.

Contextual targeting at PLOS via PubGrade Advertising Solutions

⁺PubGrade

We use PubGrade Advertising Solutions to offer our clients state-of-the-art online advertising, including granular contextual targeting and superior reporting. We deliver banners in the context of relevant research articles only – making the best use of your budget.

Before the campaign: You tell us about the products, services, content you want to promote. We identify relevant keywords within scientific articles most likely read by your potential customers. PubGrade contextual targeting allows you to use any amount of keywords, phrases or scientific concepts (Methods, Techniques, Genes/Proteins etc.) and combine them using Boolean logic to deliver your message next to the most relevant scientific articles only. Keywords can be modified according to your feedback and we will share data about potential campaign reach with you prior to campaign start.

NOTE: Highlighting for illustrative purposes only.

During the campaign: You receive detailed monthly PDF reporting going beyond general metrics for non-contextual ad service. Optionally, you can gain direct access to real-time campaign metrics through our Campaign Monitoring service. Besides the transparency we aim to create, this allows you to analyze your campaigns and optimize them to achieve superior results.

Our breadth of scope and readership boosts the visibility of your message. No matter if you are targeting a small niche area or want to create broad awareness, we help you reach the right audience. Contact us to find out more.

“We have been advertising with PLOS since 2017 with good results, but ever since we started using the contextual platform, our campaigns have performed better: More clicks and more targeting, since we are using keywords, therefore, we are reaching audiences that are genuinely interested in our content.”

Daura Mella
Marketing Communications Project Manager
European Society for Medical Oncology

PLOS 2026 advertising opportunities

Format	Dimensions	Locations	Background Color
Leaderboard	728x90	All journal pages	Dark Gray
Skyscraper	160x600	Article pages	White
eTOC Alert	728x90	Above the journal header	White

Contact your sales representative for CPM rates

Technical specifications and guidelines

File Types	Maximum Weight	Minimum Resolution
JPG, GIF and PNG	100K	72dpi
HTML5	200K	72dpi

1-Point border: Ads with a background matching the page background require a 1-point border in a contrasting color

Alt text: Provide short copy to display when the ad loads. Example: "Brought to you by COMPANY NAME"

Audio: Not permitted

HTML5-based ads:

- **Placement:** Available on PLOS journal websites only (not on eTOC Alerts)

- **One message per banner:** Only one product/job/event announcement per banner permitted

- **Looping:** With the exception of *PLOS One* placements, all ads may loop once, at a maximum of 15 seconds and 18 frames/second; *PLOS One* allows looping

- **Accompanying static file:** Per UAP guidelines, provide a static version of the ad (JPG, GIF or PNG) as a backup file for browsers or devices that don't support animation

Art deadlines: Seven (7) days prior to start date

Requirements for acceptance of advertising
All advertising is subject to PLOS' approval. *PLOS Medicine* does not accept advertising for pharmaceutical products, medical devices or tobacco products. The advertiser and its advertising agency agree to indemnify and hold harmless PLOS and its employees and agents for any liability, claims, suits, damages, costs, settlements and reasonable attorney's fees incurred in connection with any third-party claim arising out of advertisement placed by or on behalf of the advertising party. PLOS reserves the right to remove any ad it deems is or may be inaccurate, misleading, defamatory or otherwise contrary to the rights of PLOS or third parties.

Terms of payment
All terms, net 30 days from the end of each month's advertising run. We have a number of USD payment options available for our clients' convenience, including wire transfer, check and credit card. Clients must clear previous PLOS advertising debt before new campaigns can begin. Publisher reserves the discretionary right to seek partial advance payment. Cancellation of advertising must be in writing. Advertisers are liable for payment for insertions canceled after materials close (based on date of receipt of written notice by publisher). Advertisers canceling contracts will be invoiced at the earned rate for space already used. The publisher reserves the right to pass through charges for additional preparation, design, etc., that may be required.

The PLOS suite of influential open access journals attract the world's top minds.

Connect with the right readers, around the globe.

	Total Page Views*	Ad Impressions*

PLOS One

PLOS One accepts research in over two hundred subject areas across science, engineering, medicine, and the related social sciences and humanities. We evaluate research on the basis of scientific validity, strong methodology, and high ethical standards, selecting for research that contributes to academic knowledge.

plosone.org

70.8M+   128.2M+

PLOS Biology

PLOS Biology is a leading life science journal that champions high-impact research across all disciplines—from molecules to ecosystems. We offer innovative formats and collaborative editorial support to ensure the work we publish achieves its full scientific impact.

plosbiology.org

3.8M+   7.6M+

PLOS Computational Biology

PLOS Computational Biology provides a home for research of exceptional significance that uses computational methods and AI to further our understanding of living systems from molecular to ecosystem scales. We strengthen the accessibility and reusability of research to empower biologists everywhere.

ploscompbiol.org

3.5M+   7.4M+

PLOS Pathogens

PLOS Pathogens publishes ground-breaking research on pathogen biology and host-pathogen interactions across all life forms. From fundamental discovery through to translational, applied and clinical research we uphold the highest standards of quality, ethics, integrity, and editorial judgment through fair and transparent peer review.

plospathogens.org

3.2M+   6.9M+

PLOS Medicine

Our leading health science journal, *PLOS Medicine* publishes impactful research that transforms global healthcare and advances clinical understanding. We prioritize studies addressing critical health challenges—from major diseases to health equity—that bridge scientific rigor with real-world impact, connecting researchers, clinicians, and policymakers to advance global health.

plosmedicine.org

2.9M+   5.8M+

*November 2024 – October 2025

	Total Page Views*	Ad Impressions*

PLOS Genetics

PLOS Genetics publishes research related to genetics and genomics across the full breadth of this field, from microbes to humans and from basic science to translational approaches. We welcome cross-disciplinary research that provides new insights and substantially advances our understanding of biological principles and processes.

plosgenetics.org

2.8M+   5.6M+

PLOS Neglected Tropical Diseases

PLOS Neglected Tropical Diseases focuses on research addressing the needs of neglected, forgotten, and under-resourced populations, working with global communities and researchers to improve the health of all.

plosntds.org

2.7M+   5.7M+

PLOS Global Public Health

PLOS Global Public Health makes interdisciplinary research of the highest ethical and methodological rigor visible and accessible to health professionals, policy-makers, and local communities, prioritizing diversity, equity, and inclusion in public health research.

plosglobalpublichealth.org

1M+   3.1M+

PLOS Climate

PLOS Climate empowers global, multidisciplinary collaboration, and enables decision-makers at every level of society to take urgent, evidence-based action on the causes and impacts of climate change. Bringing together scientific research and analysis across disciplines generates powerful insights, which we share transparently and equitably to catalyze real progress.

plosclimate.org

275.3K+   851K+

PLOS Digital Health

PLOS Digital Health is a journal for democratizing healthcare in the interdisciplinary and digital age. We encourage excellent research from healthcare professionals, policy makers, and other stakeholders across digital health that embraces open code and data sharing to improve health outcomes for patients.

plosdigitalhealth.org

351.8K+   1M+

PLOS Sustainability and Transformation

As our leading sustainability science journal, *PLOS Sustainability and Transformation* brings together original research, addressing the global challenges of transitioning to a more sustainable and just future. Our journal unites a diverse community of research and policy experts across multiple disciplines, to accelerate the communication of high-quality, high-impact research.

plossustainabilitytransformation.org

103.6K+   288K+

*November 2024 – October 2025

PLOS Water

	Total Page Views*	Ad Impressions*

PLOS Water brings together research of the highest methodological and ethical standards for water as a vital resource for societies in every region of the world. Covering topics ranging from water access and security, to health impacts and behavioral research, the broad scope unites research across the interconnected issues of clean water supply and consumption, in order to create real global change.

ploswater.org

124K+   322K+

PLOS Complex Systems

PLOS Complex Systems is a selective interdisciplinary journal focused on research that aids our understanding of the world through a complexity lens, and fosters discussion within the emerging complexity community.

ploscomplexsystems.org

82.4K+   138K+

PLOS Mental Health

PLOS Mental Health is dedicated to connecting scientific and clinical research with lived experience, striving to enable deeper understanding, discussion, and action in addressing challenges and improving health and well-being around the world.

plosmentalhealth.org

244.7K+   601K+

New journals launched in 2025

We're now accepting advertising in the 2 new journals we launched in 2025.
Please contact us for information about the opportunities in each.

PLOS Ecosystems

PLOS Ecosystems is a multidisciplinary, open access journal that brings together research relevant to addressing the challenges facing our terrestrial, freshwater and marine ecosystems, and nature's contributions to people. This selective journal is a forum for impactful research on the conservation, management, restoration, sustainability, and use of ecosystems across scales.

plosecosystems.org

PLOS Aging and Health

PLOS Aging and Health is an open access journal that publishes transformative work from researchers, clinicians, public health scientists, social scientists, and policymakers across the spectrum of aging research. This selective journal publishes ethical, impactful, immediately accessible research that advances our understanding of aging by integrating biological, developmental, clinical, neurological, and functional dimensions.

plosagingandhealth.org

*November 2024 – October 2025

PLOS (Public Library of Science)

PLOS is a non-profit organization on a mission to drive open science forward with measurable, meaningful change in research publishing, policy, and practice. We believe in a better future where science is open to all, for all.

Advertising sales:

Eileen Cox
ecox@pminy.com
+1 917 214 0095

Ad operations:

adops@pminy.com

PLOS
A catalyst for better