

Exclusive (100% SOV) Online & eNL Monthly E-Newsletter Metrics

- 4,390 distribution per drop
- 41.7% Open Rate
- 0.18% CTR

Average Monthly Online Impressions

• 10,000-15,000 imps

100% SOV Exclusive Sponsorship

• \$6,000 per drop/month



Coming Soon!

The January/February "Year's Best" issue of The Hematologist will be mailed out in early January.





Editor's Desk



As the new Editor-in-Chief of The Hematologist, I am thrilled to introduce monthly e-newsiters to provide you with the most up-todate news and articles from the official newsiether of ABH, plus a preview of fortnooming content. I am especially looking forward to the January/February "Year's Best" issue; 2017 saw great advances in our field, and the Year's Best will bring you the top breakthroughs in research, clinical practice, and health-care policy that defined the past 365 days in hematology, in the next Issue, Dr. Michael DeBaun

III discuss gene therapy in patients with sickle cell disease. Dr.

Omar Abdel-Nahabu will review therapies for acute myeloid leukemia approved in 2017 by the U.S. Food and Drug Administration, and Dr. Caron Jacobson will cover advances in the use of an old target, CD20, to treat B cell non-Hodgkin lymphoma. And in addition to coverage of a dozen of 2017's most meaningful breakthroughs, the issue will feature a wrap-up of the most exciting presentations from the annual meeting, written by Dr. Saad Usmani, Bidthor of the 2017 ASP Messy Daly! Lastly, as part of our multimedia efforts to enhance the reader's experience, we will also share the latest from our video and podicast series. I carry wall to serve as your Editorin-Chief and continue to further the understanding, diagnosis, treatment, and prevention of blood diseases and disorders through our editoral work.

- Laura Michaelis, MD, The Hematologist Editor-in-Chief

Podcasts

In the latest podcast, 2017 ASH News Delly Editor-inchief Dr. Sand Visinani has a conversation with Education Program Co-Chair Dr. Laurie Sehn and Scientific Program Co-Chair Dr. Andrew Weyrich about what to expect at the 59th ASH Annual Meeting.



Top Five Most Read Articles

- HERDOO2 Score: How Long To Treat With Anticoagulation?
- Vitamin C Treatment Restores TET2 Deficiency and Confers Sensitivity to PARP inhibition
- From Blurred Lines to Guidelines for Myeloproliferative Neoplasm
- Lymphocytic-Variant Hypereosinophilic Syndrome
- A Discussion About a Hematology Career in Industry With Drs. Beniam Kim and Mark Chao

Get the Podean

Be sure to subscribe via <u>SoundCloud</u> or <u>|Tunes</u> to stay up to date with monthly installments of The Hematologist podcast.









Regular Features

 Ask the Hematologist, Mini Review, Profiles, Op Eds and Letters to the Editor

Print Readership*

- 9,800 ASH Member US-Only
- 94% ASH members read every issue, 89% read print

Advertising (100% Exclusive SOV)

- Cover 4 = \$7,500 net
- Outsert = \$7,500 net



^{*} Source: Readex Research, The Hematologist...Editorial Study



