

2020
Online & Digital
Printed Special Edition
Rates & Data

105

HAEMATOLOGICA Journal each month publishes research articles, case histories and reviews in the field of hematology and all blood-related pathologies.

Editor-in-Chief: Luca Malcovati

Frequency: 12 digital issues

Editorial: HAEMATOLOGICA publishes articles in the broad field of hematology, reporting on novel findings in basic, clinical and translational research. The scope of the Journal is to report the results of research studies that:

- have an important impact on our understanding of hematology;
- provide new insights into the development of hematologic diseases;
- contribute significantly to improved diagnosis or treatment of hematologic diseases.

HAEMATOLOGICA uses a rigorous international peer review system, and less than 20% of the submitted articles are accepted for publication.

HAEMATOLOGICA serves the scientific community as an Open Access Journal, following the recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly Work in Medical Journals (www.icmje.org). Full access to all articles is available through our website (www.haematologica.org) and through PubMed Central (PMC).

HAEMATOLOGICA is included in the National Library of Medicine catalog with the following data: Haematologica, ISSN:0039-6078 (Print), 1592-8721 (Electronic).

HAEMATOLOGICA ranks 7th out of all hematology-related journals

Manuscript Acceptance Rate: 20%

2019 ISI Impact Factor: 7.116

Website: www.haematologica.org

MARKETING OPPORTUNITIES

DIGITAL AND ONLINE ADVERTISING

Online Banner and Skyscraper ADs on

haematologica.org

Special printed editions

E-Toc Alerts

App Ads on the iOS and Android platforms

Reprints and E-Prints

Reprints from Haematologica can be useful not only for physicians engaged in research but also as a great marketing tool. They are available in hard copy or as e-prints.

Digital Issue Advertising

Haematologica offers several options to publish and distribute your advertisement.

For additional information and details contact marketing@haematologica.org

MONTHLY PROGRAM

Take advantage of our special advertising offer. Run a full-page AD for the same product in 10 consecutive issues, and you can run it again for a 11th and 12th month, completely free of charge. If the amount of advertising space used varies between ADs then the cheapest unit will be made available for your free offer.

Place 10 insertions for two different products during the same year and get the 11th insertion free for one of this product, for the same size and position.

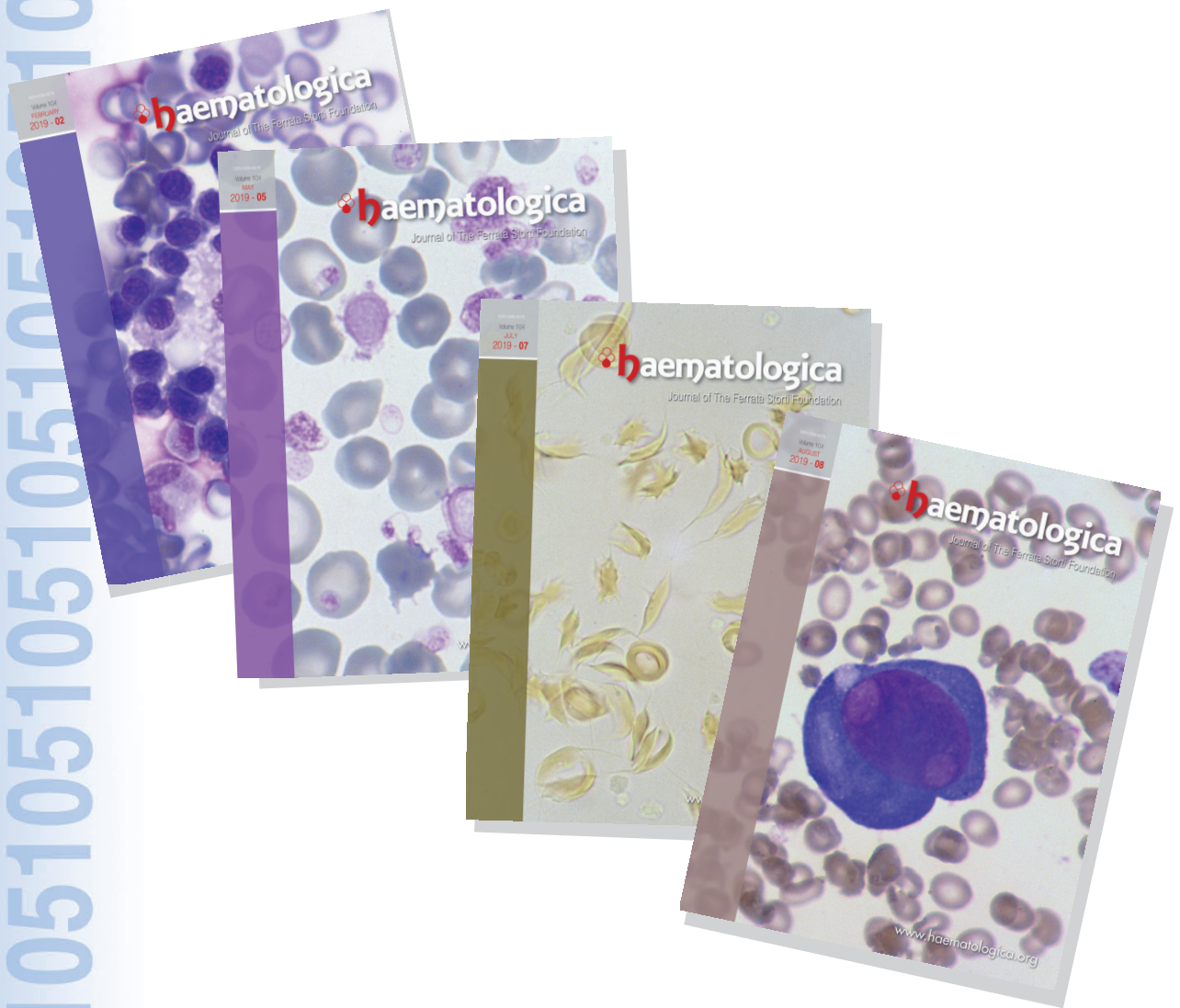
Place 6 insertions for the same product and get 1 month display free for the same product in our website.

EXTRA BONUS

If you run 10 spread pages ADs for the same product over the year, you can run an extra AD completely free of charge. If the amount of advertising space used varies between ADs, then the equivalent space to the cheapest unit will be made available for your free offer. Run 6 months display banner and you get 1 month display completely free for the same product.

COMBINATION OFFER

Book AD space on APP and website and get an additional 20% discount on our rates.



**HAEMATOLOGICA
JOURNAL OF THE FERRATA STORTI
FOUNDATION**

PUBLISHER

FERRATA STORTI FOUNDATION
VIA G. BELLI, 4
27100- PAVIA ITALY
Phone: +39 (0)38227129
E-mail: marketing@haematologica.org

FREQUENCY

12 digital issues + 3 Special Editions

ESTABLISHED: 1920

EDITORIAL STAFF

Editor-in-Chief: Luca Malcovati
Director of Publishing: Simona Giri
Reprint Coordinator: Simona Giri

Issue date (digital version)

First week of month

Issue date (on line)

First 3 days of month

The Publisher reserves the right to reject any advertising it considers to be inappropriate.

Requirements for AD clearance

All ADs must be approved by the Editor-in-Chief, the EHA and the Publisher

Editorial Advertising Ratio

90% Editorial – 10% ADs

DIGITAL EDITION

More than 19,000 readers receive the digital edition by email with an open rate of 26%

2020 ADVERTISING RATES Digital edition

	1x	2x	4x	6x	8x	10x	12x
One Page	2,700€	2,600 €	2,500€	2,400€	2,300€	2,200€	2,100€
Half Page	1,500€	1,400€	1,300€	1,200€	1050€	1000€	950€

Geo-targeted print ADs: full rate + 20% over standard rate

COVER AND PREFERRED POSITIONS

Inside Front Cover	+25% over standard rate
Inside Back Cover	+25% over standard rate
Outside Back Cover	+40% over standard rate
Page Facing First Text and TOC	+20% over standard rate

INSERT SPECS

TECHNICAL DATA DIGITAL VERSION

Trim size one page 210x280 mm

Bleed size one page 216x286 mm

Trim size half page 210x148 mm

Bleed size half page 210x154 mm

Advertising materials must be PDF files only. PDF files must be 300 dpi high-resolution, all-fonts-embedded, CMYK colors.

A color match/proof is required even if files are sent by email.

DISPOSITIONS

Material not called back will be held for one year from last date of issue used and then destroyed unless other instructions are given to the Publisher.

Send contracts and insertion orders to:

E-mail: marketing@haematologica.org

Phone: +39 3349401748

Publications and Closing Dates

PUBLICATION DATES	RESERVATION DEADLINES	MATERIAL DEADLINES
1st January 2020	18th November 2019	25th November 2019
1st February 2020	2nd December 2019	9th December 2020
1st March 2020	13th January 2020	20th January 2020
1st April 2020	10th February 2020	17th February 2020
1st May 2020	16 March 2020	23rd March 2020
1st June 2020	13th April 2020	20th April 2020
1st July 2020	11th May 2020	18th May 2020
1st August 2020	15th June 2020	22nd June 2020
1st September 2020	13th July 2020	20th July 2020
1st October 2020	31st July 2020	24th August 2020
1st November 2020	14th September 2020	21st September 2020
1st December 2020	12th October 2020	19th October 2020
1st January 2021	9th November 2020	16th November 2020

SPECIAL PRINTED EDITION

For the International Hematology Congress EHA ISTH and ASH, Haematologica Journal is publishing a special printed edition which will be handed out to all delegates. The content will include the most read and quoted reviews on topics covered by these three congresses.

2020 ADVERTISING RATES Printed special edition

FULL COLOR	
One Page	4,000€
Half Page	2,500€

COVER AND PREFERRED POSITIONS

Inside Front Cover	+25% over standard rate
Inside Back Cover	+25% over standard rate
Outside Back Cover	+40% over standard rate

INSERT RATE

Loose/Bound Insert card Fullcolor: 8,500€

PUBLICATION DATES	RESERVATION DEADLINES	ARTWORK DEADLINES
June 2020	16th March 2020	13th April 2020
July 2020	17th April 2020	18th May 2020
December 2020	14th September 2020	1st October 2020

2020 ADVERTISING

RATA AND DATA

Over 19,000 hematologists receive online alerts for our 'Ahead of print' messages. Latest figures for visitors to www.haematologica.org and impressions per month continue to rise (60,000 impressions per month).

This means your products and services gain high visibility and reach a huge readership. Haematologica is one of the most important Scientific Journals in the world specializing in hematology.

Why not advertise with us and be sure that all professionals working in every area of hematology will get to know about your business whenever they visit our site?

POSITION	AD SIZE	1 month display	2 months display	3 months display	Open AD Rates	Geo-targeted AD Rates
TOP Leaderboard	970x90 px	3,500€	5,600€	7,200€	71€ net CPM	72€ net CPM
Square (MPU)	300x250	3,300€	5,400€	6,900€	69€ net CPM	71€ net CPM

Geo-targeted service for monthly display +15% over standard rate
Ask for discount on more multiple months

Online Production Specifications

File format: GIF – JPG
Max file size: 100 kb
Leaderbord size 728x90
Square size (MPU) 300x250

E-TOC ADs (Text or Banner AD)

More than 17,000 subscribers receive alerts
Leaderbord size 728x90
1,500€ per e-TOC sent

REQUIREMENTS

- All Advertising must be approved by publisher
- Animation: maximum 3 loops in GIF format
- All creatives are required for testing 5 days in advance

For additional information contact:

Simona Giri
Phone: +39 (0)38227129
Mobile: +39 3349401748
E-mail: marketing@haematologica.org

Reach your target through our APP

Did you know you can share your news and advertising with all our readers through our APP for iOS and Android platforms?

We are delighted to see how quickly the number of downloads has grown; and this number continues to rise, now 120 downloads a month.

All pages that are not dedicated to published editorials, articles and reviews have animated leaderbord and skyscraper ADs.

APP Banner and Sponsorship Rates

Some companies support our work with a 1-year sponsorship of 40,000€. Their commitment to the Journal means they enjoy 25% SOV for the year on all mobile devices (iOS and Android).

We hope they will continue supporting us and they will be offered first refusal under our special policy for renewing their sponsorship for 2020.

APP Interstitial Sponsorship Rates

Special rates for just 4 companies with a 1-year sponsorship of 20,000€. Their commitment to the Journal means they enjoy 25% SOV for the year on all mobile devices (iOS and Android). We hope they will continue supporting us and they will be offered first refusal under our special policy for renewing their sponsorship for 2016.

Technical iPad/Tablet Specifications

Banner	Dimension
TOC Banner	640x100
Article Banner	1406x180
Home Screen Banner	1456x180
Square	640x640

Interstitial ADs

2048x2048 with an inner "live" area of 1536x1536

Technical Smartphone Specifications

Banner	Dimension
TOC Banner	640x100
Article Banner	640x100
Home Screen Banner	640x100

Interstitial ADs 640x960

DISPOSITIONS

Images can be submitted in PGN or JPG. Dimensions are in pixels.

No resolution requirements.

Each ad can link to one website URL.

For additional information contact:

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Mobile: +39 3349401748

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