

THE Hematologist

ASH NEWS AND REPORTS



Regular Features

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

Print Readership*

- 94% ASH members read every issue, 89% read print

Advertising (100% Exclusive SOV)

- Cover 4 = \$7,500 net (Corp./Clin Trial Ads only)
- Outsert = \$15,000 net

	2022	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Ad Materials Due		Apr 08	Jun 10	Aug 12	Oct 07
Printer Files to MVP		Apr 18	Jun 20	Aug 22	Oct 17
Mail week		Apr 25	Jun 27	Aug 29	Oct 24

* Source: Readex Research, *The Hematologist*...Editorial Study



THE Hematologist

ASH NEWS AND REPORTS



E-Newsletter Metrics

- 9,178 distribution per drop
- 31.5 Open Rate
- 2.13% CTR

Month	Drop Date
Mar	Mar 01
Apr	Apr 01
May	May 02
Jun	Jun 01
Jul	Jul 01
Aug	Aug 01
Sep	Sep 01
Oct	Oct 03
Nov	Nov 01
Dec	Dec 01

100% SOV Exclusive Sponsorship

- Top 300x250
- \$5,000 per drop

Please contact your **Pharmaceutical Media, Inc.** sales representative for more information:

- Joe Schuldner, jschuldner@pmj.com, (212) 904-0377
- John Alberto, jalberto@pmj.com, (212) 904-0364

