



ASH Clinical News®

2026 MEDIA KIT



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About ASH Clinical News

ASH Clinical News is your source for worldwide news and perspectives on hematology/oncology.

ASH Clinical News is an award-winning magazine for American Society of Hematology (ASH) members and non-members alike, offering news and views to a broad multidisciplinary audience of hematology/oncology professionals. Each month, under the leadership of Editor-in-Chief Bethany T. Samuelson Bannow, director of classical hematology at the Cleveland Clinic and associate professor of medicine at the Lerner College of Medicine of Case Western Reserve University in Cleveland, Ohio, *ASH Clinical News* provides readers with the latest updates in the field, including:

- reports from major medical meetings
- the latest research published in *Blood* and other medical journals
- in-depth feature articles about consequential health care issues
- perspectives and opinions from key leaders

As an official publication of ASH, *ASH Clinical News* assists the Society in communicating news relevant to its membership, including coverage of practice-changing policies and information about investigational and newly approved therapies.

The publication also features tools and resources for readers, such as explanations of complex scientific techniques for the practicing clinician and expert opinions on challenging clinical questions.



Editorial Board



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Issuance & Closing Dates

FREQUENCY:	13x
MAILING CLASS:	Periodical
MAILING DATES:	<i>ASH Clinical News</i> mails on the first Monday of every month with the exception of the January and July issues, which contain conference coverage and are mailed on the third Monday of the month. The November bonus issue also mails on the third Monday of the month.
DEADLINES:	See table below.

Issue Date	Closing Date	Ad Materials	Inserts	Special Features
January 20th	12-19-25	12-30-25	01-04-26	CONFERENCE COVERAGE SPECIAL 2025 ASH Annual Meeting
February	01-05-26	01-12-26	01-18-26	
March	02-05-26	02-12-26	02-15-26	
April	03-05-26	03-10-26	03-22-26	
May	04-06-26	04-13-26	04-19-26	
June	05-05-26	05-10-26	05-15-26	
July 20th	06-22-26	06-26-26	07-05-26	CONFERENCE COVERAGE SPECIAL 2026 ASCO & EHA Annual Meetings
August	07-06-26	07-13-26	07-19-26	
September	08-05-26	08-12-26	08-23-26	
October	09-04-26	09-11-26	09-20-26	
November	10-05-26	10-12-26	10-18-26	
November 16th (Bonus)	10-20-26	10-26-26	11-01-26	CONFERENCE COVERAGE SPECIAL 68th ASH Annual Meeting Preview
December	10-27-26	11-03-26	11-08-26	BONUS DISTRIBUTION 68th ASH Annual Meeting

Special Issues

2026 Special Conference Coverage Issues:

- 2025 ASH Annual Meeting Wrap-Up (mid-January 2026 Issue)
- 2026 ASCO & EHA Annual Meeting Wrap-Ups (mid-July 2026 Issue)
- 2026 ASH Annual Meeting Preview (mid-November 2026 Issue)
- All premium positions in the above issues will have FROR for the position in the 2027 issue of *ASH Clinical News*.



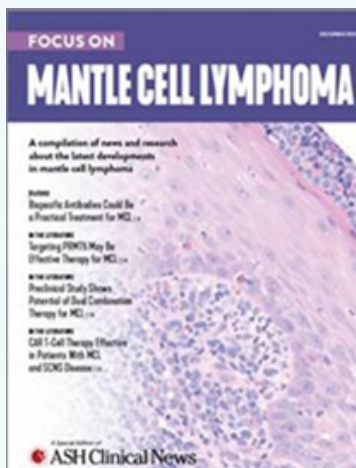
2026 December Issue:

- ASH Annual Meeting Bonus Distribution: 2,000+ copies will be available to 2026 ASH Annual Meeting attendees.
- All Premium Positions will have FROR for the position in the 2027 December issue of *ASH Clinical News*.

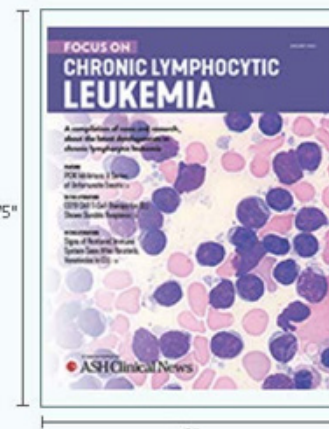


Cross-Platform Disease-Specific Sponsorship:

- Special supplemental issue sponsorship opportunity
- Sponsor selects the hematologic malignancy of focus
- All sponsorship content will be distributed via eNLs, a polybagged Print Supplement to an issue of *ASH Clinical News*, and available on ASHClinicalNews.org
- Branded and corporate promotion accepted
- Contents will provide unique perspective on recent advances in hematology subspecialties, including:
 - A roundup of recently approved drug treatments
 - Conference coverage from key hematology/oncology meetings throughout the year
 - Roundtable discussions with experts in the field about new diagnostic/staging criteria, challenging patient scenarios, and investigational drug treatments
- 100% SOV
- FROR for chosen topic the following year



10.875"

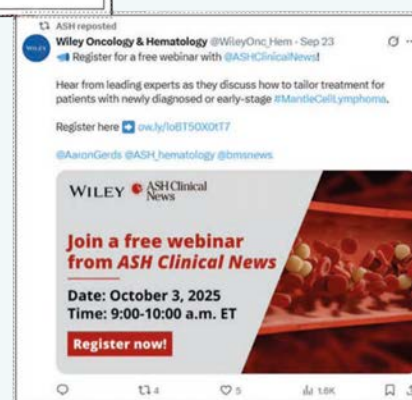


8"

Please note that these supplements have a smaller trim size than ASH Clinical News at 8" x 10.875" Size: A Size publication

Webinar Sponsorship - Disease Specific:

- **KOL sponsorship opportunity:** Recommendations accepted from Sponsor
- **Publisher-created promotion driving to registration page:** Social, Display, ePDF, eNLs
 - All promotions will carry the Sponsor's corporate logo
- **Webinar will be available on-demand after live event**
- **Lead generation:** All information required for registration will be shared with the Sponsor. Data pass back will include Name, Business Email Address, Institution, Profession and Specialty. The registration form can be customized by Sponsor. Following up with attendees through email and providing the recorded session help nurture leads and drive conversions.
- **Reporting will be provided to the Sponsor:** At 2 days, 30 days, and 60 days post-live webinar
- **Corporate and branded product exposure:** Webinar article summary will be distributed via digital and print formats. Print article will be published in the issue of *ASH Clinical News* two months post-webinar and via eNL to the full email circulation.
 - Target list accepted. Aggregate reporting will be provided monthly.



Clinical Trials Awareness - Digital & Print Opportunities:

- **Custom Email**
 - New-to-market tactic from ASH, we are excited to offer this new opportunity to support pharmaceutical companies to bring essential and educational information about current and upcoming clinical trial recruitment to ASH Members, AMA Physicians, and NPs/PAs and with a primary specialty of Hematology/Oncology
 - All content and subject line to be provided by Sponsor
 - Deployed to email circulation of approximately 26,500
 - Echo send to those that do not open after the first deployment
- **The Search for Research: A Spotlight on Clinical Trials**
 - Increase awareness of clinical trial information from your client. Amplify exposure adjacent to a section of *ASH Clinical News* that is dedicated to clinical trial related news and communication.
 - The Search for Research is published in the February, April, June, August, October, and December issues of *ASH Clinical News*.

Circulation & Readership

Specialty Area	Reach
Hematology/Oncology	13,550
Hematology	2,230
Hematopathology	450
Medical Oncology	1,010
Pediatric Hematology/Oncology	410
Total Physicians in Core Areas	17,650
All other ASH Physician Members and others related to the field	5,550
Additional information available upon request	
PRINT TOTAL (U.S. ONLY)	23,200

Print Rates & Incentives

EARNED RATES: Rates are based on the total pages run in a calendar year (e.g., 6 full pages and 6 half pages earn 12 x rate) in both ASH Clinical News and Blood. Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

AGENCY COMMISSION: 15%

ADVERTISING PAGE B&W RATES:

2026 Blood Combo Discount

Place the same brand ad in ASH Clinical News and Blood in the same month and receive a \$500 per page gross discount in ASH Clinical News.

Frequency	King Page	3/4 Page	Island	Half	Quarter
1x	\$6,235	\$5,800	\$4,960	\$4,790	\$2,790
3x	\$6,190	\$5,685	\$4,905	\$4,735	\$2,765
6x	\$6,105	\$5,630	\$4,855	\$4,685	\$2,735
12x	\$6,020	\$5,575	\$4,790	\$4,625	\$2,705
24x	\$5,965	\$5,460	\$4,740	\$4,575	\$2,680
36x	\$5,880	\$5,410	\$4,685	\$4,515	\$2,650
48x	\$5,850	\$5,385	\$4,625	\$4,460	\$2,625
60x	\$5,825	\$5,350	\$4,600	\$4,405	\$2,590
72x	\$5,800	\$5,320	\$4,575	\$4,350	\$2,565
84x	\$5,770	\$5,295	\$4,545	\$4,325	\$2,540
96x	\$5,745	\$5,270	\$4,515	\$4,295	\$2,515
120x	\$5,710	\$5,240	\$4,490	\$4,260	\$2,480
144x	\$5,685	\$5,210	\$4,460	\$4,235	\$2,450
4 Color	\$2,650				

COLOR RATES

(in addition to earned B&W rate):

4-Color:

\$2,650

POSITIONS

(in addition to earned B&W rate):

2nd Cover: 50%

4th Cover: 50%

Center Spread: 40%

Table of Contents: 40%

INSERTS

Charged at the earned B&W page rate

CLASSIFIED ADVERTISING

Classified advertising accepted. Please contact your representative for quote/availability.

DUAL RESPONSIBILITY

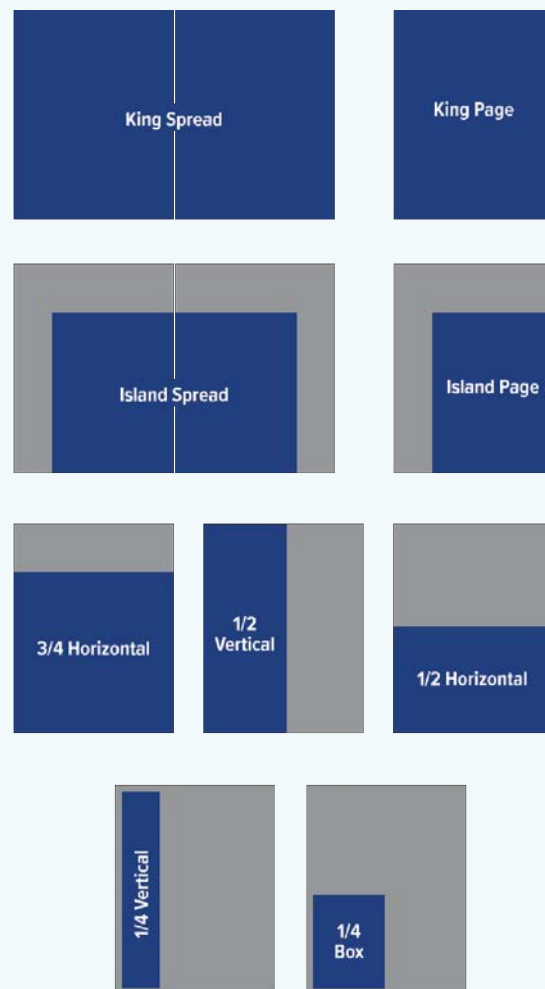
Advertisers agree to accept “dual responsibility” for payment to the publisher if the advertiser’s agency does not remit payment within 90 days of the invoice date.

Print Specifications

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact publisher before ad is due for additional specifications. All material should be supplied to the following specs:

TRIM SIZE:	10.5" X 15"
BLEED:	0.125"
LIVE MATTER:	0.5" from trim and gutter
TYPE OF BINDING:	Saddle-stitched & perfect bound

Ad Sizes	Non-Bleed	Bleed
King Spread	20" x 14"	21.25" x 15.25"
King Page	9.5" x 13.875"	10.75" x 15.25"
Island Spread	13.5" x 9"	14.875" x 10"
Island Page	7" x 10"	7.25" x 10.25"
3/4 Horizontal	9.5" x 10"	9.75" x 10.25"
1/2 Vertical	4.5" x 13.875"	4.75" x 15.25"
1/2 Horizontal	9.5" x 7"	9.75" x 7.25"
1/4 Box	4.5" x 7"	4.75" x 7.25"
1/4 Vertical	2.25" x 13.875"	2.5" x 15.25"



INSERTS

Quantity: 26,000 required, 29,000 for the December issue. Both include spoilage.

Paper Weight: 80# maximum

Specifications:

- King Size - 10.75" x 15.25" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size - 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy.

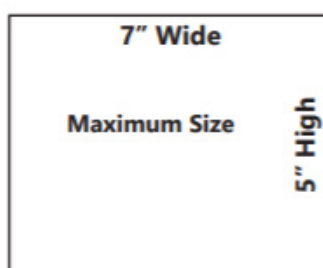
High-Impact Opportunities

COVER TIPS

SIZES: Minimum Size: 4" x 4"
Maximum Size: 7" x 5"

STOCK: 80# Coated Maximum

QUANTITY: 26,000 required, 29,000 for the December issue. Both include spoilage. All pieces must be pre-approved prior to printing. Pita Pockets must be water-sealed on all open sides.



COVER TIP RATES:

\$27,000 NET	(January - November)
\$30,000 NET	(Bonus December Conference Distribution)

OUTSERTS

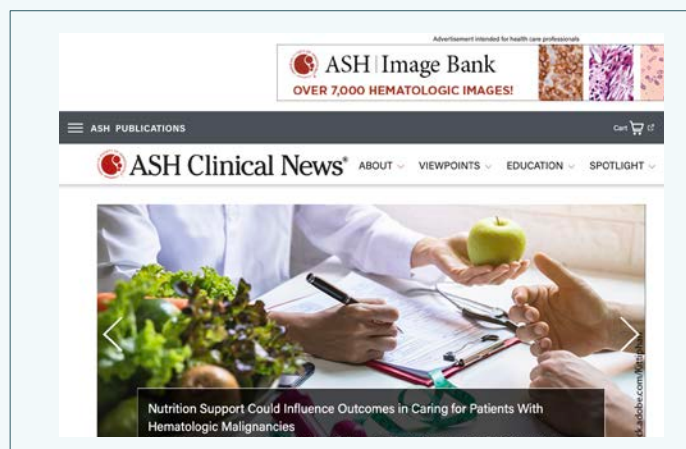
Outserts may be any size up to and including 10.5" x 15", but no larger. There are no page count or paper stock requirements.

POLY-BAGGED OUTSERT RATES

Full run:	\$27,000 NET
List-match minimum	\$15,000 NET

Website Advertising

RUN-of-SITE ADVERTISING on ASHClinicalNews.org

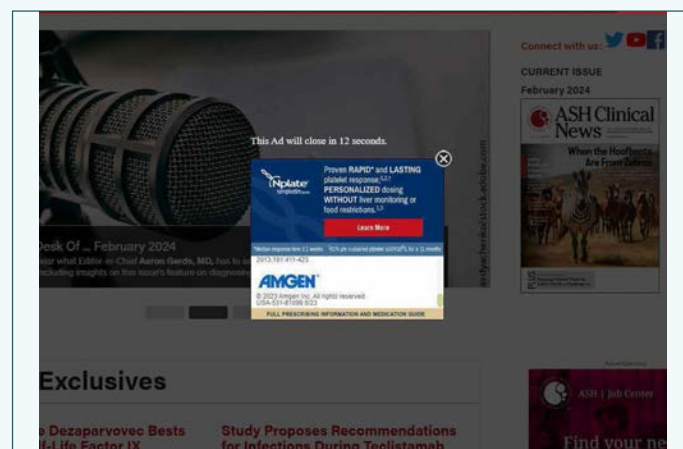


RUN-OF-SITE:
\$150 CPM

METRICS:

Avg. Monthly ROS Impressions:	85,000
Avg. Monthly Interstitial Impressions:	18,000
Avg. Active Users:	20,000
Avg. Monthly Visits:	27,000
Avg. Monthly Page Views:	28,500
Avg. Time on Site:	1:08

INTERSTITIAL ADVERTISING on ASHClinicalNews.org



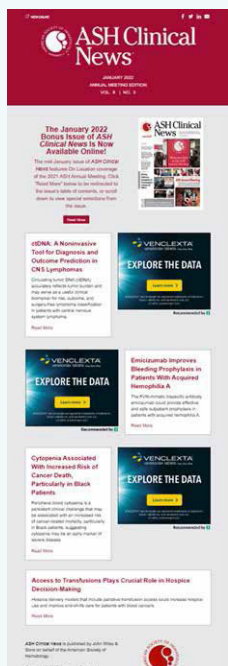
INTERSTITIALS/PRESTITIALS:
\$450 CPM

STANDARD WEB BANNER SPECS:

ACCEPTED AD UNITS:	728 x 90, 300 x 250, 300 x 50 320 x 50
FILE TYPES:	GIF/JPEG/HTML5
MAX. FILE SIZE (GIF and JPEG):	200KB
THIRD-PARTY TAGS:	Third-party tags accepted

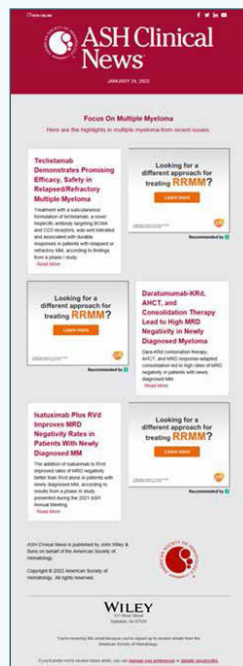
Email Advertising

eNEWSLETTERS



ASH Clinical News e-Newsletters deliver exposure to the hematology/oncology market on a weekly basis throughout the year.

FOCUS ON eNEWSLETTERS



ASH Clinical News offers topic-focused e-Newsletters focused on specific topics of interest to our readers.

- Monthly ACN eTOC: 1st Wed of the month
- "You Make the Call": 2nd Wed of the month
- Top 5: 3rd Wed of the month
- Issue Preview: 4th Wed of the month
- Issue Highlights: 5th Wed of the month (Apr, Jul, Sept, Dec)

ASH Clinical News offers defined reach specific to the U.S. market and international recipients, delivering strong open rates via mobile optimized emails.

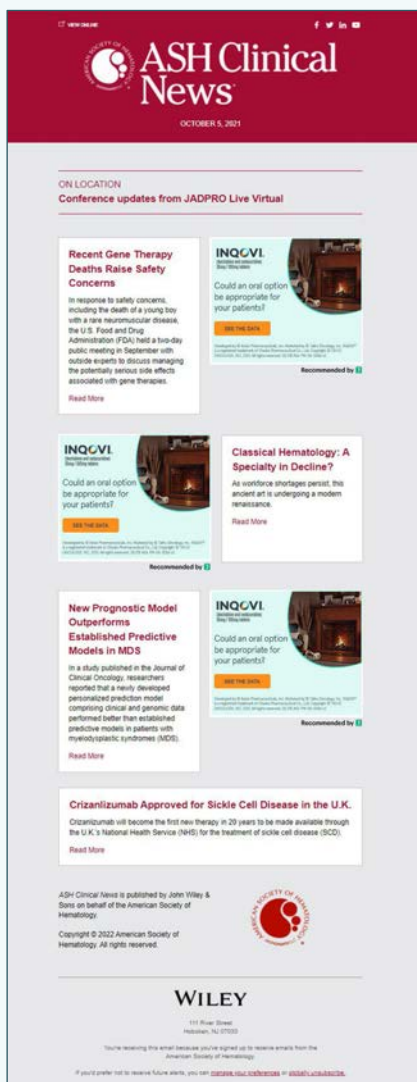
REACH:

U.S. Only	26,500
International	19,800
Open Rate	33.5%

- Acute Myeloid Leukemia (AML), Acute Lymphoblastic Leukemia (ALL), Blood and Marrow Transplantation, cellular therapies, Chronic Lymphocytic Leukemia (CLL), Aggressive Non-Hodgkin Lymphoma, Indolent non-Hodgkin Lymphoma, Myelodysplastic Syndrome (MDS), Myeloproliferative Neoplasms (MPN), Multiple Myeloma (MM), other plasma cell disorders, bleeding disorders, clotting disorders, hemoglobinopathies, etc.
- Single Sponsored
- 100% share of voice
- Average open rate: 33%

Digital Conference Coverage

"ON LOCATION" MEETING COVERAGE eNEWSLETTERS



ASH Clinical News meeting "On Location" eNewsletters feature topical multimedia coverage from major hem/onc scientific conferences

- Four eNewsletter series highlighting news and information presented at major hematology/oncology conferences
 - ASCO, EHA, ASH
 - ASH coverage by disease state - leukemia, lymphoma, multiple myeloma, anemia, thrombosis, thrombocytopenia, hemophilia, sickle cell disease, etc.
- Programs can be single-sponsored or multi-sponsored

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board and *ASH Clinical News* staff. Allow for a 3-day review period.

ADVERTORIALS:

Advertorials must include the word "ADVERTISEMENT" prominently at the top of the page at a minimum of 20pt font size, and the company logo and copyright information should be included at the bottom of the page. The typefaces and colors used must clearly differ from those used within *ASH Clinical News*.

AD PLACEMENT POLICY:

Interspersed within articles.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs sent via email or FTP are required.

INTERNET/FTP DELIVERY OF ADS:

Please email the materials contact prior to submitting a file via FTP.

PRINT ADVERTISING MATERIALS:

Pharmaceutical Media, Inc.
Attn: **Susan Tagliaferro**
Stagliaferro@pminy.com
917.596.5201

DIGITAL ADVERTISING MATERIALS:

Pharmaceutical Media, Inc.
Attn: **Ad Ops Team**
AdOps@pminy.com
212.904.0369

INSERT SHIPPING INFORMATION:

Hess Print Solutions (HPS)
Attn: **Stephanie Getz**
Sheridan Ohio
3765 Sunnybrook Rd
Brimfield, Ohio 44240

WILEY

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