



 **haematologica**

Journal of the Ferrata Storti Foundation

108

www.haematologica.org

2023
Online & Digital
Printed Special Edition
Rates & Data

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

Editor-in-Chief: Jacob Rowe

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 full papers 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 of the International Committee of Medical Journal Editors (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).

Manuscript Acceptance Rate: 20%

2022 ISI Impact Factor: 10,1

Number of Highly Cited 2022 Papers (Web of Science)

- Blood 67
- Haematologica 26
- Blood Advances 18
- Lancet Hematology 5
- American Journal of Hematology 5
- Hemasphere 0

Website: www.haematologica.org

MARKETING OPPORTUNITIES

DIGITAL AND ONLINE ADVERTISING

Online Banner and Skyscraper Ads on haematologica.org

Special printed editions

E-Toc Alerts

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

Incentives and Extra Bonus

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.

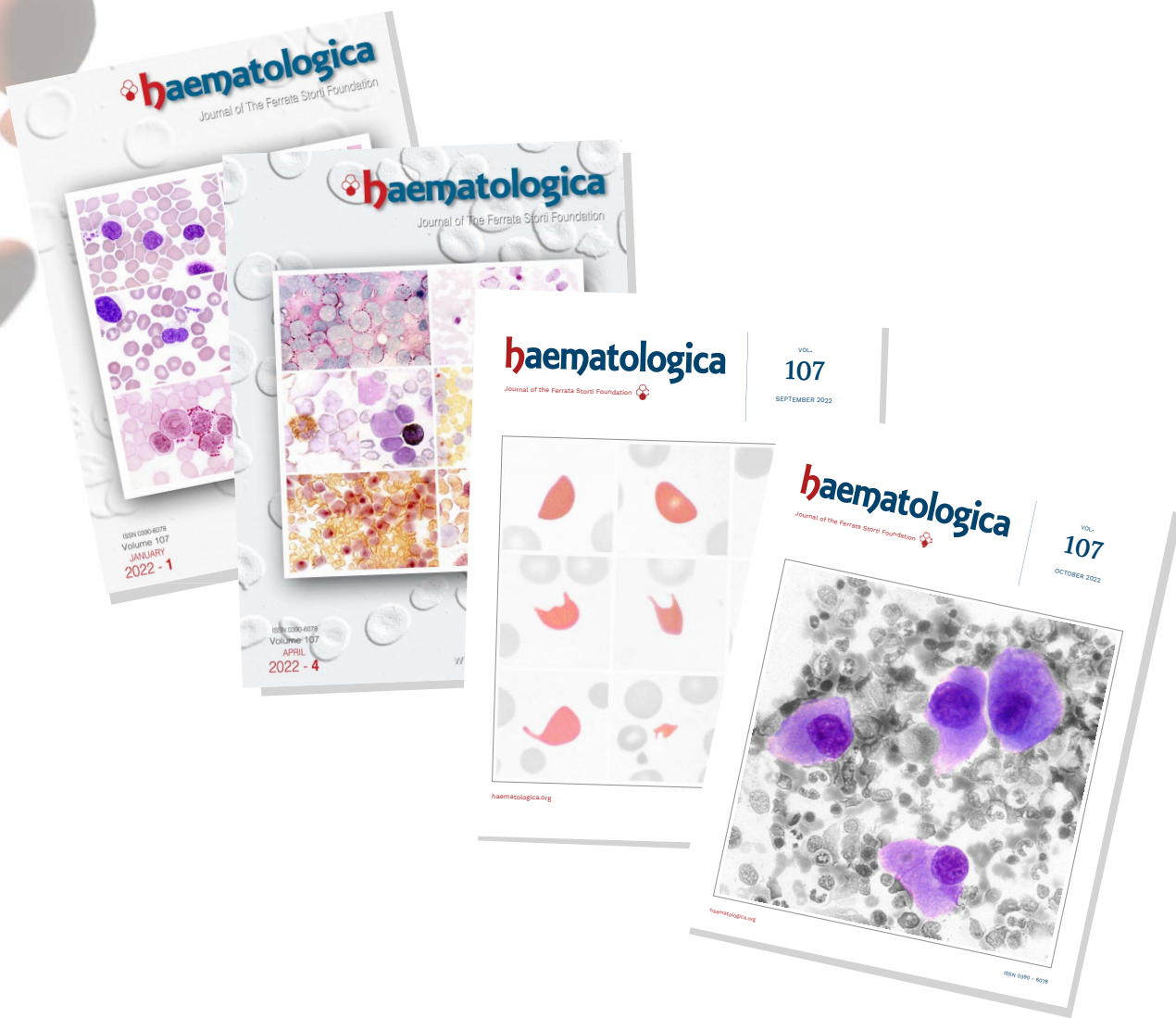
Place 6 insertions for the same product and get 1 month display free for the same product in our website.

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 + 1 Special Edition

ESTABLISHED: 1920

EDITORIAL STAFF

Editor-in-Chief: Jacob Rowe
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 and the Publisher

Editorial Advertising Ratio
90% Editorial - 10% ADs

DIGITAL EDITION

Around 30,000 readers receive the digital edition by email with an open rate of 26%

2023 ADVERTISING RATES Digital edition

	1x	2x	4x	6x	8x	10x	12x
One Page	2,900€	2,800 €	2,700€	2,600€	2,500€	2,400€	2,300€
Half Page	1,600€	1,600€	1,500€	1,400€	1,250€	1,200€	1,150€

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 2480x3307 pixels

Bleed size one page 2551x3378 pixels

Trim size half page 2480x1748 pixels

Bleed size half page 2480x1819 pixels

Advertising materials must be PDF files only. PDF files must be 300 dpi high-resolution, all-fonts-embedded, RGB 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 2023	30th November 2022	12th December 2022
1st February 2023	16th December 2022	30th December 2022
1st March 2023	16th January 2023	27th January 2023
1st April 2023	13th February 2023	27th February 2023
1st May 2023	20th March 2023	31st March 2023
1st June 2023	18th April 2023	28th April 2023
1st July 2023	15th May 2023	29th May 2023
1st August 2023	19th June 2023	30th June 2023
1st September 2023	17th July 2023	28th July 2023
1st October 2023	28th July 2023	28th August 2023
1st November 2023	18th September 2023	29th September 2023
1st December 2023	18th October 2023	27th October 2023
1st January 2024	6th November 2023	27th November 2023

SPECIAL PRINTED EDITION

For the 2023 Congress of the European Hematology Association, 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 this congress.

2023 ADVERTISING RATES Printed special edition

FULL COLOR	
One Page	4,400€
Half Page	2,700€

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: 9,000€

PUBLICATION DATES	RESERVATION DEADLINES	ARTWORK DEADLINES
June 2022	15th March 2022	15th April 2022

2023 ADVERTISING RATA AND DATA

Around 30,000 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?

Geo-targeted service for monthly display +20% over standard rate

POSITION	AD SIZE	1 month display	2 months display	3 months display	Open AD Rates	Geo-targeted AD Rates
TOP Leaderboard	728x90 px	3,700€	5,800€	7,400€	130€ net CPM	150€ net CPM
BOTTOM Leaderboard	728x90 px	2,900€	5,200€	6,800€	120€ net CPM	140€ net CPM
Skyscraper on Homepage	240x400	3,500€	5,600€	7,100€	120€ net CPM	150€ net CPM
Square (MPU)	300x250	2,900€	5,200€	6,800€	120€ net CPM	140€ net CPM

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 28,000 subscribers receive alerts
Leaderbord size 728x90
1,800€ per e-TOC sent
Geo-targeted e-TOC service +20% overstandar rate

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:

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