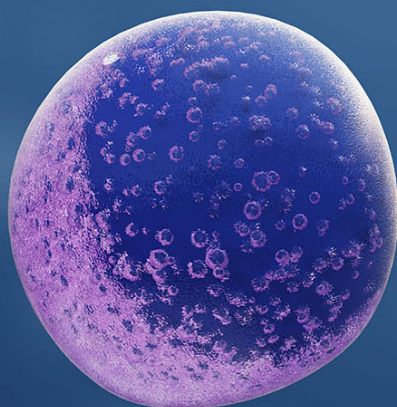




# haematologica

Journal of the Ferrata Storti Foundation



109

2024

**Online & Digital  
Printed Special Edition  
Rates & Data**

[www.haematologica.org](http://www.haematologica.org)

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](http://www.icmje.org)). Full access to all articles is available through our website ([www.haematologica.org](http://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](http://www.haematologica.org)

## **MARKETING OPPORTUNITIES**

### **DIGITAL AND ONLINE ADVERTISING**

Online Banner and Skyscraper ADs on [haematologica.org](http://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](mailto: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

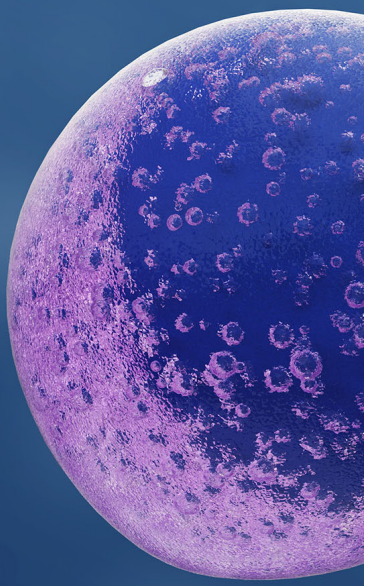
If you run 10 spread pages ADs for the same product over the year, you can run an extra AD completely free of charge. If the amount of advertising space used varies between ADs, then the equivalent space to the cheapest unit will be made available for your free offer. Run 6 months display banner and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



Incentives and Extra Bonus



## **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](mailto: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

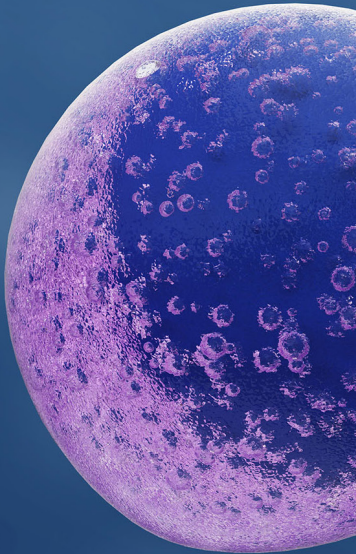
The Publisher reserves the right to reject any advertising it considers to be inappropriate.

### **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 36,000 readers receive the digital edition by email with an open rate of 32,24%

2023 ADVERTISING RATES Digital edition							
	1x	2x	4x	6x	8x	10x	12x
One Page	2,950€	2,850€	2,750€	2,650€	2,550€	2,450€	2,350€
Half Page	1,650€	1,650€	1,550€	1,450€	1,30€	1,250€	1,200€

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

One Page Size: 3201 x 4264 pixels (271 x 361 mm)

Half Page Size: 3201 x 2132 pixels (271 x 180,5 mm)

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.

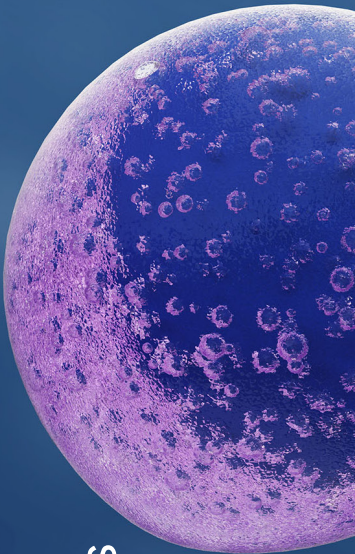
### Dispositions

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.

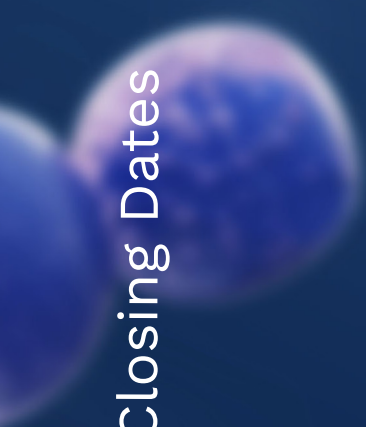
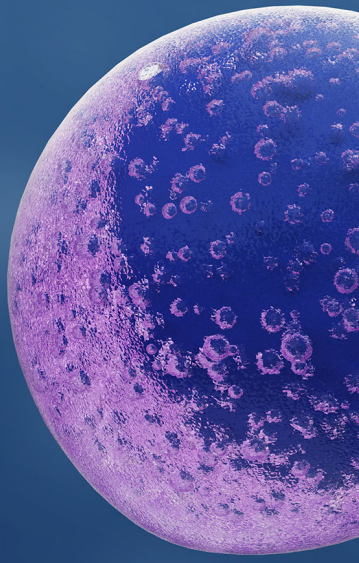
Send contracts and insertion orders to:

E-mail: [marketing@haematologica.org](mailto:marketing@haematologica.org)

Phone: +39 3349401748



PUBLICATION DATES	RESERVATION DEADLINES	MATERIAL DEADLINES
1st January 2024	6th November 2023	1st December 2023
1st February 2024	15th December 2023	30th December 2023
1st March 2024	15th January 2024	27th January 2024
1st April 2024	12th February 2024	23rd February 2024
1st May 2024	20th March 2024	25th March 2024
1st June 2024	18th April 2024	26th April 2024
1st July 2024	15th May 2024	27th May 2024
1st August 2024	17th June 2024	28th June 2024
1st September 2024	15th July 2024	26th July 2024
1st October 2024	31st July 2024	28th August 2024
1st November 2024	16th September 2024	27th September 2024
1st December 2024	14th October 2024	25th October 2024
1st January 2025	11th November 2024	25th November 2024



## SPECIAL PRINTED EDITION

For the 2024 Congress of the European Hematology Association in Madrid, 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.

### 2024 ADVERTISING RATES Printed special edition

FULL COLOR	
One Page	4,500 €
Half Page	2,800 €

### 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 DEADLINE
June 2024	11th March 2024	2nd April 2024

## 2024 ADVERTISING RATA AND DATA

Around 36,000 hematologists receive online alerts for our 'Ahead of print' messages. Latest figures for visitors to [www.haematologica.org](http://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	3,750€	5,850€	7,450€	150€ net CPM	170€ net CPM
BOTTOM Leaderboard	728x90 px	2,950€	5,250€	6,850€	140€ net CPM	160€ net CPM
Skyscraper on Homepage	240x400	3,550€	5,650€	7,150€	140€ net CPM	170€ net CPM
Square (MPU)	300x250	2,950€	5,250€	6,850€	140€ net CPM	160€ 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 36,000 subscribers receive alerts

Leaderbord size 728x90

1,900€ 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 business days in advance

### For additional information contact:

Simona Giri

Phone: +39 (0)38227129

Mobile: +39 3349401748

E-mail: [marketing@haematologica.org](mailto:marketing@haematologica.org)