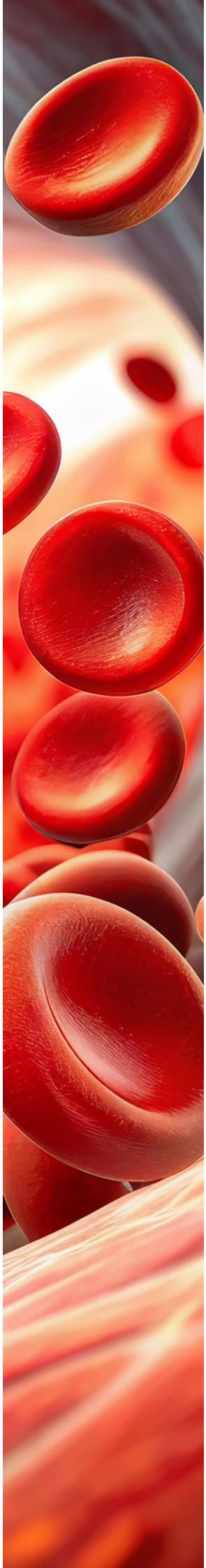
haematologica
Journal of the Ferrata Storti Foundation

2025
Online & Digital
Printed Special Edition
Rates & Data

110

www.haematologica.org



Haematologica Fact Sheet

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).

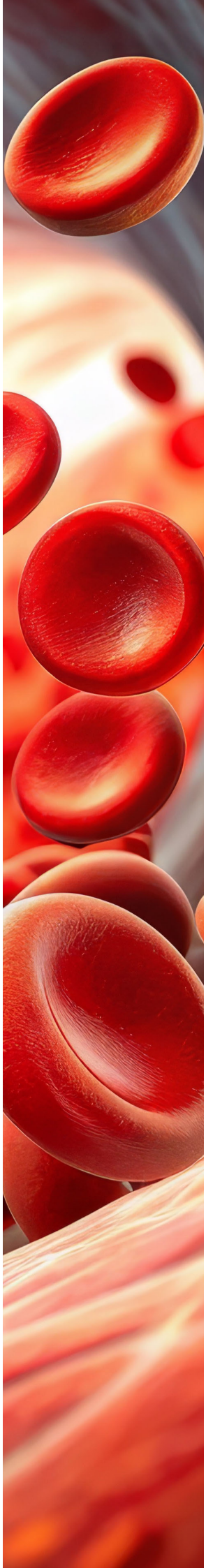
Manuscript Acceptance Rate: 20%
2024 Bibliometrics Indicators

CiteScore (Scopus): 14.4
9th of 137 journals - 3rd of open access journals

Impact Factor (Web of Science): 8.2
9th of 97 journals - 4th of open access journals

Highly Cited Papers (Web of Science): 18
4th of 97 journals - 3rd of open access journals

Website: www.haematologica.org



About haematologica Journal

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

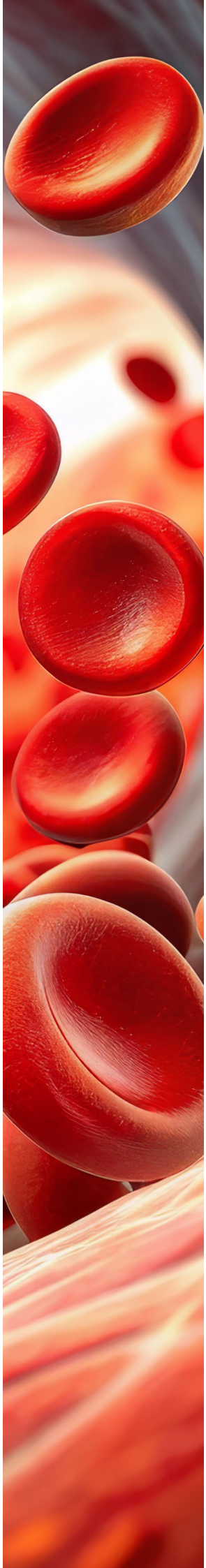
MARKETING OPPORTUNITIES

DIGITAL AND ONLINE ADVERTISING
Online Banner and Skyscraper ADs on haematologica.org
Pop Up banner linked to specific topic
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



Advertising Rates and Production Specifications

DIGITAL EDITION

Around 36,000 raders receive the digital edition by email with an open rate of 32,24%

2024 ADVERTISING RATES Digital edition							
	1x	2x	4x	6x	8x	10x	12x
One Page	3,100€	3,000€	2,900€	2,800€	2,700€	2,600€	2,500€
Half Page	1,800€	1,700€	1,600€	1,500€	1,400€	1,300€	1,250€

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

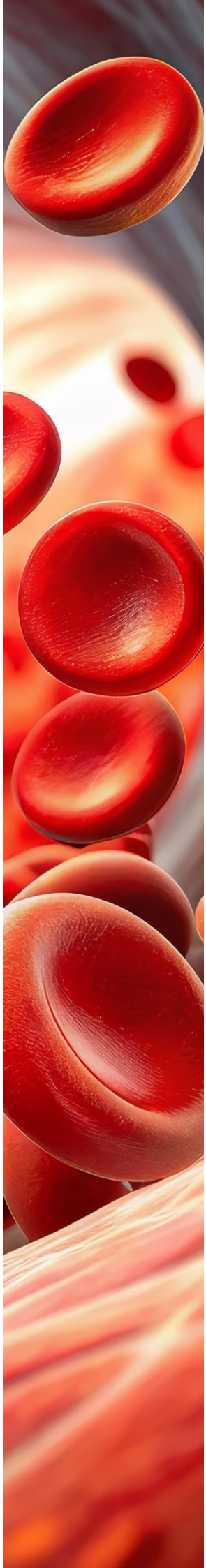
One Page Size: 3201 x 4264 pixels (271 x 361 mm)
Half Page Size: 3201 x 2132 pixels (271 x 180,5 mm)

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

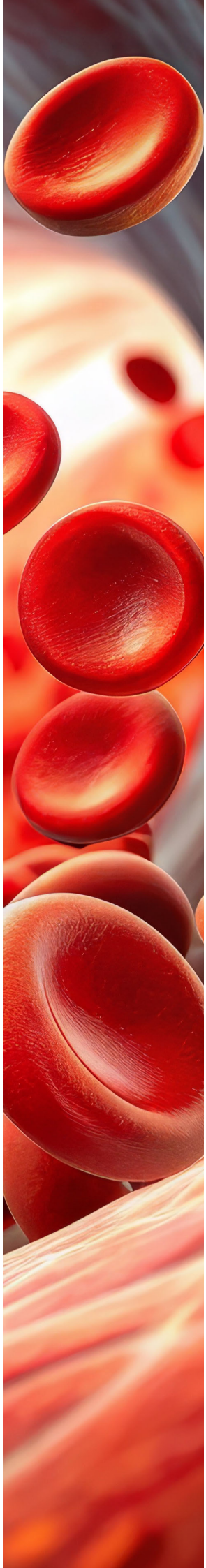
Material not called back will be held for one year from last date of issue used and then destroyed unless other instructions are given to the Publisher.

Send contracts and insertion orders to:
E-mail: marketing@haematologica.org
Phone: +39 3349401748



Publications and Closing Dates

PUBLICATION DATES	RESERVATION DEADLINES	MATERIAL DEADLINES
1st January 2025	6th November 2024	2nd December 2024
1st February 2025	16th December 2024	23rd December 2024
1st March 2025	15th January 2025	27th January 2025
1st April 2025	12th February 2025	22nd February 2025
1st May 2025	20th March 2025	25th March 2025
1st June 2025	18th April 2025	24th April 2025
1st July 2025	15th May 2025	27th May 2025
1st August 2025	17th June 2025	27th June 2025
1st September 2025	15th July 2025	25th July 2025
1st October 2025	31st July 2025	28th August 2025
1st November 2025	16th September 2025	26th September 2025
1st December 2025	14th October 2025	27th October 2025
1st January 2026	11th November 2025	25th November 2025



Special Edition AD rates, production specifications and closing dates

SPECIAL PRINTED AND ONLINE EDITION

For the 2025 Congress of the **European Hematology Association in Milan**, Haematologica Journal is publishing a special printed edition which will be handed out to all delegates. The content will include the most read an and quoted reviews on topics covered by this congress.

2025 ADVERTISING RATES Printed special and online edition

FULL COLOR	
One Page	4,600 €
Half Page	2,900 €

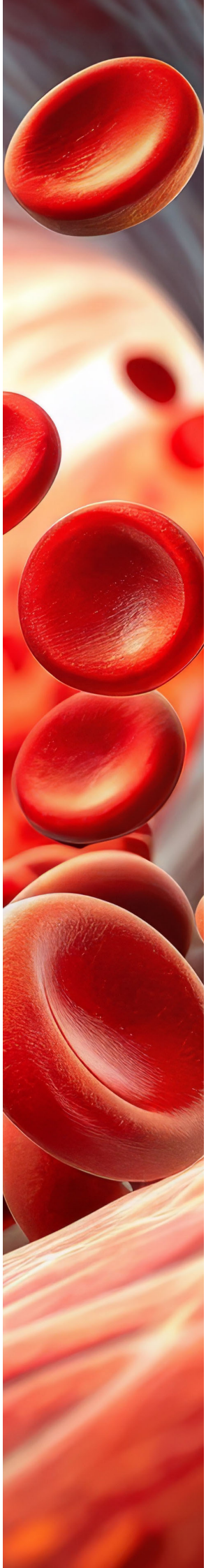
Cover and preferred positions

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 2025	7th March 2025	2nd April 2025



Online AD Production Specifications

2025 ADVERTISING OPPORTUNITIES - RATA AND DATA

Around 36,000 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	Each months over 3 months display
TOP Leaderboard	728x90 px	3,800€	5,950€	7,650€	250€ net CPM	2,400€
BOTTOM Leaderboard	728x90 px	3,000€	5,350€	7,000€	240€ net CPM	2,200€
Skyscraper on Homepage	240x400	3,600€	5,750€	7,300€	240€ net CPM	2,300€
Square (MPU)	300x250	3,000€	5,350€	7,000€	240€ net CPM	2,200€
POP UP	728x90	4,500€	7,200€	8,640€	-	2,600€

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

How online ADs will be displayed in Home Page

Leaderboard 728x90

haematologica

Open access journal of the Ferrata-Storti Foundation, a non-profit organization

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CURRENT ISSUE

October, 2024

No. 109 (10)

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DOWNLOAD THE ISSUE

2023 CiteScore: 14.1
2023 Impact Factor: 8.2

Vertical Rectangle 240x400

EDITOR'S PICKS

LETTER

Long-term efficacy and safety of tucidinostat in patients with relapsed or refractory peripheral T-cell lymphoma: final analysis of phase IIb results

Shinya Rai et al.

REVIEW ARTICLE

Novel horizons in anticoagulation: the emerging role of factor XI inhibitors across different settings

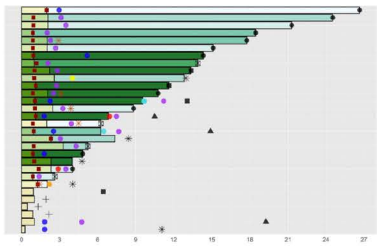
Omri Cohen et al.

REVIEW ARTICLE

Epigenetic regulation of megakaryopoiesis and platelet formation

Baichuan Xu et al.

ARTICLES IN THREE SENTENCES

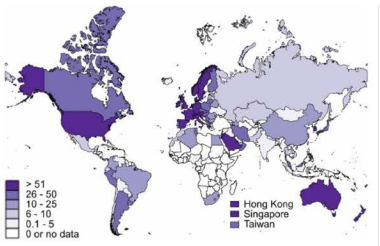


ARTICLE

Inotuzumab ozogamicin combined with chemotherapy in pediatric B-cell precursor CD22⁺ acute lymphoblastic leukemia: results of the phase IB ITCC-059 trial

Phase IB of the ITCC-059 trial tested inotuzumab ozogamicin (InO) combined with chemotherapy in pediatric CD22+ relapsed/refractory B-cell precursor acute lymphoblastic leukemia. Preliminary efficacy and safety data reported by Pennesi and colleagues show that the combination of InO with vincristine, dexamethasone and intrathecal therapy is safe. However, the efficacy of the combination regimen was not superior to that of single-agent InO in the same trial, thus suggesting the use of less chemo-intensive treatments.

Edoardo Pennesi et al.



ARTICLE

Continuous and differential improvement in worldwide access to hematopoietic cell transplantation: activity has doubled in a decade with a notable increase in unrelated and non-identical related donors

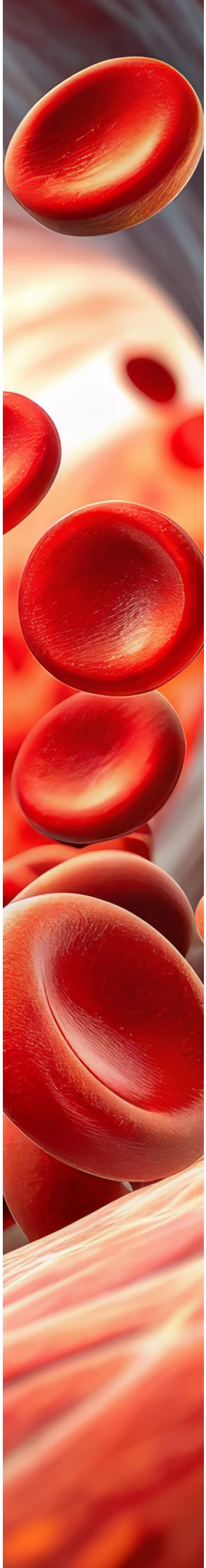
The Worldwide Network for Blood and Marrow Transplantation (WBMT) aims at narrowing the gaps between countries in hematopoietic cell transplantation (HCT) programs by conducting workshops to promote and support existing programs and develop innovative ones. Thanks to a survey of the WBMT, Atsuta and colleagues report the worldwide developments of HCT programs up to the year 2018. The use of HCT doubled in about a decade at different speeds and with significant changes regarding donor match, and, although narrowing, significant gaps remain between developing and non-developing countries.

Yoshiko Atsuta et al.

Medium Rectangle 320x250

Medium Rectangle 320x250

Leaderboard 728x90



How online ADs will be displayed in Website pages

Leaderboard 728x90

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Vol. 109 No. 10 (2024): October, 2024 > Sequencing of cellular therapy and bispecific antibodies...

SPOTLIGHT REVIEW

Sequencing of cellular therapy and bispecific antibodies for the management of diffuse large B-cell lymphoma

Megan Melody, Leo I. Gordon

Vol. 109 No. 10 (2024): October, 2024 https://doi.org/10.3324/haematol.2024.285255

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Medium Rectangle 320x250

Abstract

Historically, the management of relapsed or refractory (R/R) diffuse large B-cell lymphoma (DLBCL) following first-line chemoimmunotherapy has been second-line chemotherapy, followed by high-dose chemotherapy and consolidative autologous hematopoietic stem cell transplantation (HSCT), resulting in durable remissions in approximately 40% of patients. In 2017, chimeric antigen receptor (CAR) T-cell therapy changed the landscape of treatment for patients with R/R DLBCL, with complete response rates ranging from 40-58% and long-term disease-free survival of >40% in the highest risk subgroups, including patients who relapsed after autologous HSCT. Since that time further studies have demonstrated improved overall response rates and survival outcomes in patients with primary refractory or early-relapsed (relapse within 1 year) DLBCL treated with CAR T-cell therapy compared with autologous HSCT, advancing CAR T-cell therapy into the second-line setting. However, >50% of patients will relapse in the post-CAR T-cell setting. In the past 2 years, two CD20 x CD3 bispecific antibodies were approved by the Food and Drug Administration for the treatment of R/R DLBCL after two or more lines of systemic therapy. These bispecific antibodies have demonstrated overall response rates exceeding 50% and durable remissions at >2 years of follow-up. Additionally, a notable treatment advantage of bispecific antibodies is their ability to be administered in the community setting, making treatment more accessible for patients. The development and advancement of these novel therapies raise questions regarding the ongoing role of HSCT in the management of R/R DLBCL and the best sequence of cellular and bispecific therapies to optimize patients' outcomes.

Introduction

Non-Hodgkin lymphoma is a heterogeneous group of lymphoid neoplasms that originate from B cells, T cells, or natural killer cells.[1] Mature B-cell lymphomas rank as the 11th most common cancer worldwide, with more than 80,000 new cases diagnosed in the United States each year, and accounting for >60% of all hematopoietic neoplasms.[2,3] Diffuse large B-cell lymphoma (DLBCL) is the most common and prototypical aggressive B-cell lymphoma accounting for approximately 30% of cases.[1] In the rituximab era, administration of anti-CD20-containing chemoimmunotherapy regimens, such as R-CHOP, DA-R-EPOCH, and POLA-R-CHP, has become the standard-of-care, front-line treatment for DLBCL with complete response rates ranging from 75-80%.[4-6] However, 30-40% of these patients will be refractory to front-line treatment or experience relapse within 5 years.[7]

increasing use of immunotherapies involving immune effector cells, which are also being tested in clinical trials in combination with dasatinib and other TKI.[42]

Footnotes

- Received December 27, 2023
- Accepted May 24, 2024

Correspondence

M. Firczuk, mfirczuk@imdik.pan.pl

Disclosures

EP has received consulting fees from KCR and honoraria from Astellas Pharma, Servier, Amgen, and Novartis for lectures and consulting - all unrelated to the submitted work. The other authors have no competing financial interests to declare.

Funding

This work was supported by the National Science Center (Poland) grant 2019/35/B/NZ5/01428 (to MF). MF was also supported by the National Center for Research and Development within the POLNOR program NOR/POLNOR/AL-TERCAR/0056/2019. ZU, AP and WM were supported by the Team-Net program (POIR.04.04.00-00-16ED/18-00) of the Foundation for Polish Science co-financed by the European Union under the European Regional Development Fund.

Acknowledgments

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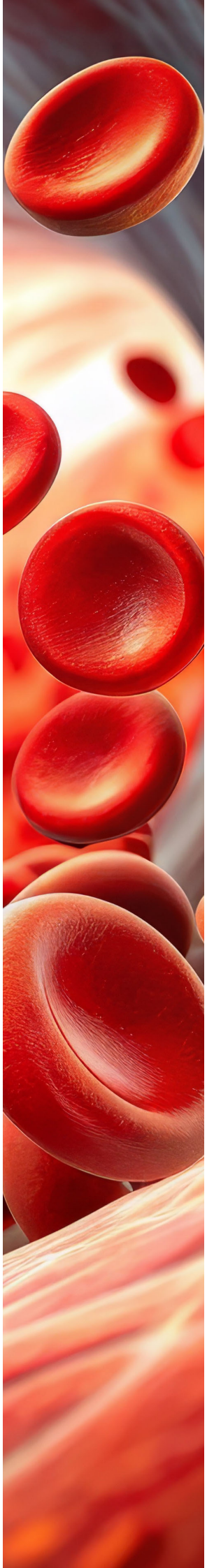


Targeted Pop-Up

Pop up banner allows to connect your advertising to a specific content chosen from categories or sections.

Every time a reader opens a paper indexed in a chosen category, the POP Up with your advertising will open.

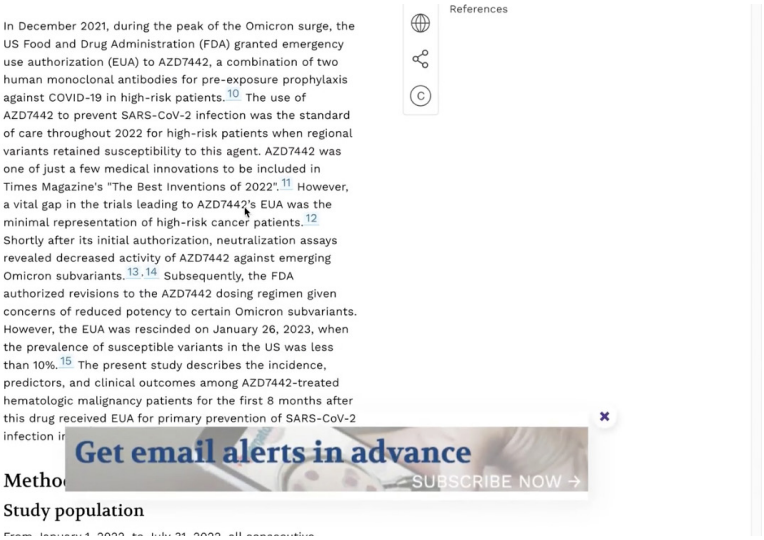
Available categories:

- Hematopoiesis
- Red Cell Biology & its Disorders
- Iron Metabolism & its Disorders
- Blood Transfusion
- Hemostasis
- Coagulation & its Disorders
- Platelet Biology & its Disorders
- Bone Marrow Failure
- Myelodysplastic Syndromes
- Myeloproliferative Disorders
- Chronic Myeloid Leukemia
- Acute Myeloid Leukemia
- Acute Lymphoblastic Leukemia
- Chronic Lymphocytic Leukemia
- Hodgkin Lymphoma
- Non-Hodgkin Lymphoma
- Plasma Cell Disorders
- Cell Therapy & Immunotherapy
- Complication in Haematology
- Quality of Life
- Other

Available section:

- Case Report
- Comment
- Con Article
- Decision Making & Problem Solving
- Editorial
- Guideline Article
- Original Paper
- Perspective Article
- Pro Article
- Response to a Comment
- Review Article
- Review Series
- Scientific Letter
- Spotlight Review

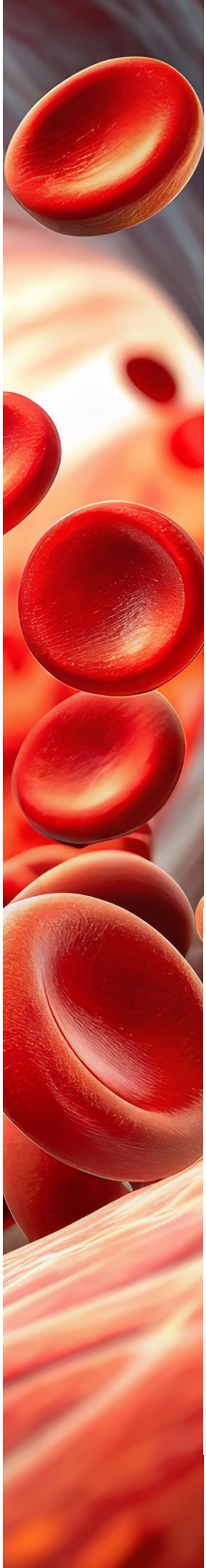
How it will be displayed



To see how it will be displayed click here:
https://drive.google.com/file/d/1-vG0FdwNargVK1wcHpSlq2jnwVksb1Ew/view

Technical Specifications:

Pop-up Desktop 728x90 pixel (for screens larger than 800px)
Pop-up Mobile 320x50 or 320x100 (for screens less than 800px wide)



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 Digitale edition and website and get an additional 20% discount on our rates.