

**2026**  
**Online & Digital**  
**Printed Special Edition**  
**Rates & Data**

**111**

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

## 2024 Bibliometrics Indicators

**CiteScore (Scopus):** 11.3

11<sup>th</sup> of 236 journals - 4<sup>th</sup> of open access journals

**Impact Factor (Clarivate):** 7.9

10<sup>th</sup> of 99 journals - 5<sup>th</sup> of open access journals

**Highly Cited 2024 Papers (Web of Science):** 8

4<sup>th</sup> of 99 journals - 3<sup>rd</sup> of open access journals

**Website:** [www.haematologica.org](http://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](mailto:marketing@haematologica.org)

### **Frequency**

12 digital issues

**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](http://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](mailto:marketing@haematologica.org)

# Advertising Rates and Production Specifications

## DIGITAL EDITION

Around 40,700 readers receive the digital edition by email with an open rate of 34,66%

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](mailto:marketing@haematologica.org)

Phone: +39 3349401748



## Publications and Closing Dates

PUBLICATION DATES	RESERVATION DEADLINES	MATERIAL DEADLINES
1st January 2026	6th December 2025	15th December 2025
1st February 2026	16th December 2025	22nd December 2025
1st March 2026	15th January 2026	27th January 2026
1st April 2026	12th February 2026	23rd February 2026
1st May 2026	16th March 2026	23rd March 2026
1st June 2026	20th April 2026	27th April 2026
1st July 2026	18th May 2026	24th May 2026
1st August 2026	15th June 2026	27th June 2026
1st September 2026	13th July 2026	24th July 2026
1st October 2026	27th July 2026	23rd August 2026
1st November 2026	14th September 2026	21st September 2026
1st December 2026	12th October 2026	19th October 2026
1st January 2027	18th November 2026	30th November 2026



# Online AD Production Specifications

## 2025 ADVERTISING OPPORTUNITIES - RATA AND DATA

Around 40,700 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 (120,800 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 - PNG

Max file size: 100 kb

Leaderboard size 728x90

Square size (MPU) 300x250

### E-TOC Ads (Text or Banner AD)

More than 40,700 subscribers receive alerts

Leaderboard size 728x90

1,900€ per e-TOC sent

Geo-targeted e-TOC service +20% over standard rate

### Requirements

- Animation: maximum 3 loops in GIF format
- All creatives are required for testing 5 business days in advance



# Advertising Acceptance Policies

## TECHNICAL REQUIREMENTS FOR DELIVERY (CERTIFIED TARGETING)

This section describes the mandatory user verification procedure for the advertising of specific pharmaceutical drugs and products.

- **Initial Banner:** The client is required to provide a corporate banner in gif, jpeg or png format (no third-party tags are allowed).
- **Certification Process:** Clicking the generic banner will trigger a redirection to a **certification system** managed by the Client.
  - **Specific Access:** If the user is certified as **medical and/or healthcare personnel**, the specific advertising banner (via third-party tags) regarding the drug or pharmaceutical product will open.
  - **Redirection:** Otherwise, the user will be redirected to a generic Client webpage.
- **Exclusions:** This specific verification procedure does not apply to institutional advertising, surveys, or advertisements that do not have a specific reference to a drug or a pharmaceutical device.

## REGULATORY AND COMPLIANCE REQUIREMENTS FOR FINAL ACCEPTANCE

This section lists the mandatory documents required for acceptance and publication.

- **Marketing Authorization:** The Client is required to provide Haematologica with the **Marketing Authorization certificate** for the drug in the country where the advertisement is intended.
- **Local Regulatory Approval of the Advertising Campaign:** The drug **advertising campaign** must have received approval (or notification/filing, where required) from the competent regulatory body of the country where the advertisement is intended to be visible.

The Client must provide Haematologica with a **copy of this authorization/ approval**. If, in the country in question, prior authorization of the advertising material is not required, the Client must provide us with a **formal communication** attesting to the fulfillment of local filing/notification obligations, where applicable.
- **Final Editorial Acceptance:** The advertisement will only be finally accepted **after the approval** of the Editor-in-Chief of Haematologica or a designated delegate.

For additional information contact:

Simona Giri

Phone: +39 (0)38227129

Mobile: +39 3349401748

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

## Leaderboard 728x90



2024 Impact Factor: 7.9  
2024 Journal Citation Indicator: 1.9  
2024 CiteScore: 11.3

Vertical  
Rectangle  
240x400

Medium  
Rectangle  
320x250

Medium  
Rectangle  
320x250

## Leaderboard 728x90

# How online ADs will be displayed in Website pages

Leaderboard 728x90



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

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Vol. 110 No. 11 (2025): November, 2025 > Introduction to the Review Series. Looking back and to the future: the Histiocyte Society blueprint for research in histiocytic disorders

REVIEW SERIES ON HISTIOCYTIC DISORDERS

## Introduction to the Review Series. Looking back and to the future: the Histiocyte Society blueprint for research in histiocytic disorders

Gaurav Goyal, Vasanta Nanduri

Vol. 110 No. 11 (2025): November, 2025 <https://doi.org/10.3324/haematol.2024.286481>

ARTICLE

FIGURES AND DATA

INFO AND METRICS

### Introduction to the Histiocyte Society Review Series

Histiocytic disorders encompass a diverse and rare group of conditions including histiocytic neoplasms such as Langerhans cell histiocytosis (LCH) and non-LCH, and hyperinflammatory diseases like hemophagocytic lymphohistiocytosis (HLH). Over the years, significant progress has been made in our understanding the pathogenesis, and treatment of these disorders, leading to improved outcomes for patients. This three-article series, commissioned by the Histiocyte Society, highlights progress in histiocytosis research and care.

The Histiocyte Society (<https://histiocytesociety.org>), founded in 1985, is the scientific organization that has played a pivotal role in advancing the study and treatment of histiocytic disorders. With a global network of physicians and scientists, the Society has been instrumental in establishing consensus classifications, leading clinical trials, and fostering collaboration to improve patients' outcomes. Recognizing the importance of nurturing the next generation of experts, the Society has actively engaged young investigators in its activities over the past decade. Shortly after the Society's formation, the Histiocytosis Association (<https://histio.org>), a worldwide non-profit organization, emerged to provide vital support for patients and families, advocate for research, and raise awareness. Complementing these efforts, the Erdheim-Chester Disease Global Alliance (<https://erdheim-chester.org>) has played a key role in advancing research and care for this ultra-rare histiocytic neoplasm. Together, these organizations have significantly shaped the modern landscape of histiocytosis research and care (Figure 1).

### Footnotes

- Received June 3, 2025
- Accepted June 16, 2025

### Correspondence

G. Goyal [ggoyal@uabmc.edu](mailto:ggoyal@uabmc.edu)  
V. Nanduri [vnanduri@nhs.net](mailto:vnanduri@nhs.net)

### Disclosures

No conflicts of interest to disclose.

### Contributions

Both authors contributed equally to this article.

### Funding

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Medium  
Rectangle  
320x250

Medium  
Rectangle  
320x250

Introduction to the Histiocyte Society Review Series  
Advancements in Langerhans cell histiocytosis  
Progress in non-Langerhans cell histiocytosis  
Deciphering hemophagocytic lymphohistiocytosis  
Conclusion  
Footnotes  
References



# 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

In December 2021, during the peak of the Omicron surge, the US Food and Drug Administration (FDA) granted emergency use authorization (EUA) to AZD7442, a combination of two human monoclonal antibodies for pre-exposure prophylaxis against COVID-19 in high-risk patients.<sup>10</sup> The use of AZD7442 to prevent SARS-CoV-2 infection was the standard of care throughout 2022 for high-risk patients when regional variants retained susceptibility to this agent. AZD7442 was one of just a few medical innovations to be included in Times Magazine's "The Best Inventions of 2022".<sup>11</sup> However, a vital gap in the trials leading to AZD7442's EUA was the minimal representation of high-risk cancer patients.<sup>12</sup> Shortly after its initial authorization, neutralization assays revealed decreased activity of AZD7442 against emerging Omicron subvariants.<sup>13,14</sup> Subsequently, the FDA authorized revisions to the AZD7442 dosing regimen given concerns of reduced potency to certain Omicron subvariants. However, the EUA was rescinded on January 26, 2023, when the prevalence of susceptible variants in the US was less than 10%.<sup>15</sup> The present study describes the incidence, predictors, and clinical outcomes among AZD7442-treated hematologic malignancy patients for the first 8 months after this drug received EUA for primary prevention of SARS-CoV-2 infection in



Method

Study population

From January 1, 2020, to July 31, 2022, all appropriate

Get email alerts in advance

SUBSCRIBE NOW →

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)

## 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.

