

Exclusive (100% SOV) Online & eNL Monthly E-Newsletter Metrics

- 4,390 distribution per drop
- 41.7% Open Rate
- 0.18% CTR

Average Monthly Online Impressions

- 10,000-15,000imps

100% SOV Exclusive Sponsorship

- \$6,000 per drop/month



The screenshot shows the homepage of 'The Hematologist' website. At the top, it features the title 'The Hematologist' and 'ASH NEWS AND REPORTS®'. A red arrow points to a sponsored advertisement for CALQUENCE (acalabrutinib) 100mg capsules, which is 'NOW APPROVED' and has a 'REVIEW TRIAL RESULTS' button. Below this is a circular badge for 'THE YEAR'S BEST IN HEMATOLOGY 2017'. The 'Editor's Desk' section features a photo of Laura Michaelis, MD, and her introductory text. The 'Podcasts' section includes a thumbnail for a podcast with Dr. Saad Usmani. The 'Top Five Most Read Articles' section lists several articles with blue links. At the bottom, there is a 'Get the Podcast' section with social media icons for SoundCloud and iTunes.



Regular Features

- Ask the Hematologist, Mini Review, Profiles, Op Eds and Letters to the Editor

Print Readership*

- 9,800 ASH Member US-Only
- 94% ASH members read every issue, 89% read print

Advertising (100% Exclusive SOV)

- **Cover 4 = \$7,500 net**
- **Outsert = \$7,500 net**



* Source: Readex Research, *The Hematologist...Editorial Study*