

## 2018 INTEGRATED MEDIA KIT



### HematologyTimes.com™: Our Mission

To be hematologist first source of information about the clinical practice of hematology.

A recent addition to the Frontline family, *HematologyTimes.com*™ is a news website dedicated to reporting the latest discoveries in the field of hematology. Founded in 2007, *HematologyTimes.com* covers both benign and malignant diseases and related issues of interest to the practicing hematologist. The site provides coverage of international hematology meetings and news on studies published in leading industry journals. *HematologyTimes.com* offers a continually updated listing of coming events, Media on Demand, Continuing Medical Education programs, and an interactive forum for article discussion. Physicians can also post their views, comments, and questions on Hematology Times's Facebook and Twitter pages. Concise, accurate reporting and daily updates make this website valuable for busy professionals.

#### Our History

The concept of Hematology Times first began in 1980 when our publisher, Jonathan Wood, decided to develop a publication fully dedicated to hematology. The concept changed as technology advanced, and the result was HematologyTimes.com, an interactive online publication providing information relating to all aspects of hematology.

HematologyTimes.com™ has a dedicated staff of experienced professionals with hematology and oncology backgrounds that include laboratory science, biotechnology companies, continuing medical education project management, and publishing.

Our editorial board includes several leaders in the field of hematology and is headed by Ronald Hoffman, MD. Dr Hoffman was president of the American Society of Hematology in 2003, is a past editor of *Experimental Hematology*, is currently on the editorial board of four hematology publications, has more than 350 peer-reviewed publications, and is the senior editor of the classic textbook, *Hematology: Basic Principles and Practice*. Dr Hoffman is on staff at Mount Sinai Medical Center in New York, where he leads the Myeloproliferative Disorder Research Consortium. His particular areas of interest are stem cell research and myelofibrosis.



# CONTACTS

## Editorial and Advertising Sales Office

Frontline Medical Communications Inc.  
7 Century Drive  
Suite 302  
Parsippany, NJ 07054-4609  
Tel: 973-206-3434  
Fax: 973-206-9378

## Advertising

Frank Iorio  
Managing Director, Frontline Oncology  
Tel: 973-206-8990  
Cell: 917-913-8427  
fiorio@frontlinemedcom.com

Devin Gregorie  
National Accounts Manager  
Oncology Projects  
Tel: 516-381-8613  
dgregorie@frontlinemedcom.com

## Circulation

Jared Sonners  
Circulation Director  
Tel: 973-206-8091  
jsonners@frontlinemedcom.com

## Digital Business Development

Lee Schweizer  
Chief Digital Officer  
Tel: 973-206-8982  
lschweizer@frontlinemedcom.com

Amanda Smith  
Digital Sales Support  
asmith@frontlinemedcom.com

## Contracts and Insertions

Submit digital IO's via email to your  
Account Manager.

## Publisher

Jonathan Wood  
Editorial Director, Publisher  
Tel: 201-906-9461

## Editorial Staff

Eriyn Riley  
Managing Editor

Jen Smith  
Editor

Simon Chang  
Webmaster

Damaris Cruz  
Media on Demand

Robin Simak  
CME Programming

## Contributing Writers

Barbara Fletcher, PhD  
Mark Fuerst  
Alice Goodman  
Ruth Grossman  
Nirupama Mulherkar, PhD  
Jane Rosen, PhD  
Lynn Stansbury, MD  
Bridget Wells

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# EDITORIAL BOARD

**Ronald Hoffman, MD**, Chair, is a professor of medicine in the Hematology and Medical Oncology Department at Mount Sinai Medical Center in New York, New York, where he leads the Myeloproliferative Disorder Research Consortium. Dr Hoffman was president of the American Society of Hematology in 2003 and is a past editor of *Experimental Hematology*. He sits on the editorial board of several hematology publications, has more than 350 peer-reviewed publications, and is the senior editor of the classic textbook *Hematology: Basic Principles and Practice*.

**James B. Bussel, MD**, is a professor of pediatric hematology/oncology at Weill Medical College of Cornell University in New York, New York. Dr Bussel specializes in immune thrombocytopenic purpura (ITP), HIV-related thrombocytopenia, ITP in pregnancy, alloimmune thrombocytopenia, and congenital amegakaryocytic thrombocytopenias. He received the Alpha Award of the American Blood Resources Association for Contributions in Immunohematology. Dr Bussel has nearly 200 peer-reviewed publications and has contributed several chapters to hematology text books.

**Franco Cavalli, MD**, is director of the Oncology Institute of Southern Switzerland in Bellinzona, and professor of medical oncology at the University of Bern and the University of Varese in Italy. Dr Cavalli organizes the triennial International Conference on Malignant Lymphoma in Lugano. This is the leading international forum for basic and clinical research in lymphomas. Dr Cavalli was a member of the Swiss Parliament from 1995 to 2007, he has served on the Scientific Committee of the European School of Oncology, and he founded *Annals of Oncology* and served as its editor-in-chief from 1990 to 2000. In July 2006, Dr Cavalli became president of the International Union Against Cancer (UICC).

**Francine Foss, MD**, is a professor of medical oncology, director of immunotherapy, and codirector of the Leukemia, Lymphoma, and Myeloma Program at Yale Cancer Center in New Haven, Connecticut. Dr Foss's clinical expertise includes T-cell and B-cell lymphomas, stem cell transplantation, and graft-versus-host disease. Her research interests include stem cell allotransplantation, pharmacologic agents for lymphoma, and bone marrow transplantation. She sits on the editorial board of *Clinical Lymphoma* and chairs the annual T-Cell Lymphoma Forum.

**Steven D. Gore, MD**, is a professor of internal medicine and director of hematologic malignancies at the Yale School of Medicine in New Haven, Connecticut. Dr Gore's clinical interests include epigenetics, myelod

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# GENERAL INFORMATION

*Hematology Times* is owned by Jonathan Wood & Associates (JWA).

**Established:** 1980

**Organization Affiliation:** Independent; AMM; BPA Worldwide

**Circulation Summary:** *Hematology Times* reaches medical oncologists, hematologists, radiation oncologists, gynecologic oncologists, pediatric hematologists, and surgical oncologists.

## Editorial

*Hematology Times* provides practicing physicians with timely and relevant news, on-site conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice.

## Contract and Copy Regulations

a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

- b. FMC reserves the right to inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
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- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
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- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

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- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

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From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle.

Let us help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

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Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- A portfolio of 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- Access to more than 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 22 live events
- Collaboration with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts. (Click "Rates, Incentives & Discounts" for details.)

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