Hematology News® Launching Monthly in 2017

Parsippany NJ – September 22, 2016 – In response to wide acceptance of Hematology News online, Frontline Medical Communications (FMC) announces the launch of Hematology News in print, debuting December 2016 and publishing monthly in 2017.

In conjunction with the website, Hematology News (in print) will provide indispensable coverage of important clinical research from medical meetings and journals, with timely, expert analysis and commentaries that put these advances into perspective. With a focus on newly approved drugs and regiments, coverage of changes to nationally recognized guidelines and standards of care, and details on treating common (and not so common) conditions, Hematology News is a vital, relevant, resource of high interest to the hematologist and other hematology/oncology physicians in patient care.

Upon announcing the launch, Frank Iorio, Managing Director, Frontline Oncology, noted “The Hematology News online and print franchise is the latest product rollout undertaken by the medical news editors, who have nearly 50 years of experience in medical news and commentary for specialty physicians. With a staff of experienced medical journalists, the Hematology News brand goes beyond important papers, opinion pieces, and meeting reports, to address more underlying controversies, including unique features that address the impact of trends in practice management and health care policy.”

A preview of the new tabloid will provide premiere sponsors bonus exposure at the ASH Annual Meeting, followed by monthly distribution to 15,000 physicians in the field of hematology/oncology beginning with the January 2017 issue.

Frontline offers extensive marketing options, ranging from general awareness and contextual print and digital tactics to content development and optional HCP level targeting, designed to meet our clients’ goals and objectives. To receive ad rates and learn more, contact Stuart Williams at (201) 529-4004, swilliams@braveheart-group.com (print) and Devin Gregorie at (516) 381-8613, dgregorie@frontlinemedcom.com (digital).

About Frontline Medical Communications

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™, our state-of-the-art integrated web portal, and audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs. We reach 1.2 million+ physicians, NPs, PAs, and other HCPs through more than 30 media brands serving 22 distinct markets. Print reach surpasses 800,000 and extends digitally with newsletters, interactive Web sites, mobile apps and digital editions. FMC delivers medical news daily from on-site reporting at major medical meetings and in collaboration with notable societies and medical associations. FMC produces live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com). Visit us at frontlinemedcom.com. Follow us on Twitter | Like us on Facebook.

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