

Introducing RARE CANCERS

SPECIAL REPORT 2019

THE RARE CANCERS SPECIAL REPORT AND PROGRAM FEATURES:

- Focus on rare cancers, genetic testing, and gene/cell therapies from clinical and patient perspectives, tying the critical support network within the community to clinical diagnosis and treatment.
- Your corporate or brand advertising/advertorial message will be included in the *Special Report* and polybagged with the November 2019 issue of *Hematology News*®.
- A Readership Survey conducted post publication to assess a reader's engagement and interest. The Executive Summary of the research will be sent to all advertisers.
- Include dissemination of a joint press release from FMC and NORD to trade publications, patient advocacy groups, media organizations, professional associations and government agencies.

THE FACTS:

- There are 500 rare cancers
- 13% of all cancers diagnosed in adults are rare
- There are about 208,000 new cases each year
- Average time for diagnosis of a rare cancer is 3 years
- There are about 400 medicines in development for rare cancers
- Since 1983, 185 drugs have been approved to treat rare cancers, including gene/cell therapies

SURVEY SAYS:

Research uncovered these challenges as the biggest obstacles to patient care and diagnoses: lack of proper training and education, professional clinical information, and networking opportunities/access to experts.

- 1/3 of oncologists/hematologists surveyed said they are currently treating more than 10 patients with a rare disease
- 82% retain and treat the patient once diagnosed
- 85% think there is a need for professional education on rare diseases
- 70% feel a single-topic or multi-topic print and online medical journal on rare diseases would be very or extremely valuable



MATERIALS DEADLINE:
October 25, 2019
PUBLICATION:
November 2019
See back page
for details.

Frontline Medical Communications (FMC) & the National Organization For Rare Disorders (NORD) are harnessing the power and resources of Rare Disease thought leaders, professional organizations, medical congresses, patient organizations, health care professionals, pharma and clinical medical journals to deliver important education about all facets of the management of patients with rare diseases.

THIS PATIENT-CENTRIC SPECIAL REPORT will be distributed through:

- 18,800 copies direct mailed to the *Hematology News*® BPA circulation of hematologists, oncologists, hem/oncs and related pediatric and healthcare specialists.
- MDedge™ Hematology & Oncology (mdedge.com/hematology-oncology), *The Sarcoma Journal*™, NORD website - rarediseases.org, *Federal Practitioner*®'s Advances in Hematology and Oncology, *Hematology/Oncology Board Review*
- Convention bonus distribution at American Society of Hematology (ASH), T-Cell Lymphoma Forum, Acute Leukemia Forum (ALF), Platelets International Symposium, American Society of Clinical Oncology (ASCO), European Hematological Association (EHA), Assoc of VA Hematology/Oncology (AVAHO), NORD Summit, American Academy of Family Physicians (AAFP)

ADVERTISING NET COST PER BRAND:

½ Page Ad Unit: \$8,000 net
1 Page Ad Unit: \$12,500 net
2 Page Ad Unit: \$25,000 net
3 Page Ad Unit: \$37,500 net
4 Page Ad Unit: \$50,000 net
5 Page Ad Unit: \$62,500 net

AD SIZE:

Spread

Bleed: 16 ¼" X 11"
Trim: 15 ⅞" X 10 ¾"

Full Page

Bleed: 8 ⅛" X 11"
Trim: 7 ⅞" X 10 ¾"

Materials: PDF/X-1A required. SWOP digital proof with color bars required.

PRODUCTION DIRECTOR:

Mike Wendt
973-206-8010
mwendt@mdedge.com

FRONTLINE
MEDICAL COMMUNICATIONS

MDedge | Hematology & Oncology
Keeping you informed. Saving you time.

FMC is a leading medical communications company in digital, print and live events with more than 30 different brands serving 20 distinct markets. With MDedge™, our state-of-the-art integrated web portal, and audited email database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.



The National Organization for Rare Disorders (NORD), an independent nonprofit, is leading the fight to improve the lives of rare disease patients and families. We do this by supporting the rare community - its people and organizations. We work together to accelerate research, raise awareness, provide valuable information and drive public policy that benefits the estimated 25-30 million Americans impacted by rare diseases.

Posted on MDedge™ Hematology & Oncology, social media and on the NORD® website, rarediseases.org

18,800 total copies direct mailed to the BPA Circulation of *Hematology News*

26,800 copies emailed to the engaged database of hematology/ oncology specialists plus 2,500 medical geneticists and counselors

Additional print copies distributed at medical meetings, rare disease and related events

FOR MORE INFORMATION, CONTACT:

Josh Norton | National Account Manager
jnorton@mdedge.com | 512-375-8202
mdedge.com/hematology-oncology

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