



## 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*

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

- 5,200 distribution per drop
- 41.7% Open Rate
- 0.18% CTR

## Average Monthly Online Impressions

- 17,000-20,000imps

## 100% SOV Exclusive Sponsorship

- \$6,000 per drop/month
  - Available Months: Mar, Apr, Jun, Jul, Aug, Oct & Dec



**Hematologist**  
ASH NEWS AND REPORTS®

Coming Soon!  
The January/February "Year's Best" Issue of The Hematologist will be mailed out in early January.

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**REVIEW TRIAL RESULTS**

**THE YEAR'S BEST IN HEMATOLOGY 2017**

**Editor's Desk**

 As the new Editor-in-Chief of The Hematologist, I am thrilled to introduce monthly e-newsletters to provide you with the most up-to-date news and articles from the official newsletter of ASH, plus a preview of forthcoming content. I am especially looking forward to the January/February "Year's Best" issue. 2017 saw great advances in our field, and the Year's Best will bring you the top breakthroughs in research, clinical practice, and health-care policy that defined the past 365 days in hematology. In the next issue, Dr. Michael DeBoun will discuss gene therapy in patients with sickle cell disease. Dr. Omar Abdel-Wahab will review therapies for acute myeloid leukemia approved in 2017 by the U.S. Food and Drug Administration, and Dr. Caron Jacobson will cover advances in the use of an old target, CD20, to treat B cell non-Hodgkin lymphoma. And in addition to coverage of a dozen of 2017's most meaningful breakthroughs, the issue will feature a wrap-up of the most exciting presentations from the annual meeting, written by Dr. Saad Usmani, Editor of the 2017 ASH News Daily. Lastly, as part of our multimedia efforts to enhance the reader's experience, we will also share the latest from our video and podcast series. I can't wait to serve as your Editor-in-Chief and continue to further the understanding, diagnosis, treatment, and prevention of blood diseases and disorders through our editorial work.

— Laura Michaelis, MD, The Hematologist Editor-in-Chief

**Podcasts**

In the latest [podcast](#), 2017 ASH News Daily Editor-in-Chief Dr. Saad Usmani has a conversation with Education Program Co-Chair Dr. Laurie Behn and Scientific Program Co-Chair Dr. Andrew Weirich about what to expect at the 59th ASH Annual Meeting.

**Top Five Most Read Articles**

- [HEROXX Score: How Long To Treat With Anticoagulation?](#)
- [Vitamin C Treatment Reduces TTP2 Deficiency and Confers Sensitivity to PARP Inhibition](#)
- [From Blurred Lines to Guidelines for Myeloproliferative Neoplasms](#)
- [Lymphocytic-Variant Hairy-cell Leukemia: A Review](#)
- [A Discussion About a Hematology Career in Industry With Drs. Benjamin Kim and Mark Chao](#)

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