



Focus: Oncology

Reach oncologists with Elsevier

Engage oncologists, share knowledge and support patient care: discover Elsevier's oncology advertising solutions.

Oncologists see 87 patients and write 63 prescriptions a week on average, so they need to be sure they're getting the most up-to-date information, quickly and efficiently*.

Credibility is more important than ever for physicians, and according to the latest Elsevier panel research (June 2021), online medical journals are the most popular resources for physicians around the world**. 95% of oncologists read journals in print or digital format***.

The more oncologists you reach, the more will benefit from your content: with the unrivalled reach of Elsevier's advertising solutions, you can help as many oncologists as possible stay up-to-date and care for their patients.

www.elsmediakits.com/us/display

Discover a selection of the available oncology titles here and contact us to explore the full range.



* Data from Kantar Media: Medical/Surgical Media Measurement Study, 2021 – Oncology and Hem/Onc - Profiling Data ** Data from Elsevier Global research, June 2021 : Physician use of online resources and social media, with 1778 physicians from USA, EMEALA and APAC participating in the research *** Data from Kantar Media: Sources & Interactions 2020 - Medical/Surgical Edition – Sources of information: Publications

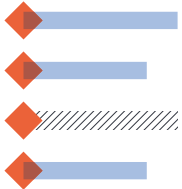
Advertising and dissemination solutions*



→ Banner Advertising

[More info](#)

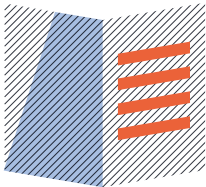
Banner adverts can be placed on the Elsevier oncology journal website that your target audience is reading. When a user clicks on your banner, they will go through to your full text article. Banner advertising can be segmented geographically, and the same creative can be run across all Elsevier sites.



→ Electronic Table of Contents (eTOC)

[More info](#)

Before the print edition of an oncology journal is dispatched, an automatic email is sent out to opted-in users with a list of the newest articles published. You can advertise on these emails, with leaderboard and skyscraper banner slots. Advertising can be targeted geographically, to meet your multinational campaign needs.



→ Cover Wrap Ad Program

[More info](#)

Get targeted, measurable and scalable results with this long-form advertising solution. When physicians receive three communications from Elsevier a month over four months, script fills increase by 18% compared to a control group.

- Target your competitor's best HCPs
- IQVIA will measure the switch to your brand

Cover Wraps contact person: Hank Blaney, h.blaney@elsevier.com



→ Podcast advertising

Expand your brand awareness with Elsevier: associate with leading journals or societies through podcast advertising. You can sponsor a single episode or an entire series of a journal or society podcast, helping you reach new audiences with your message. With options including pre-, during-, or post-episode mentions of your sponsorship, and visual branding, you can make an audible impact on your target audience.



More information:

www.elsmediakits.com/us/display

Ready to get started? Please contact:

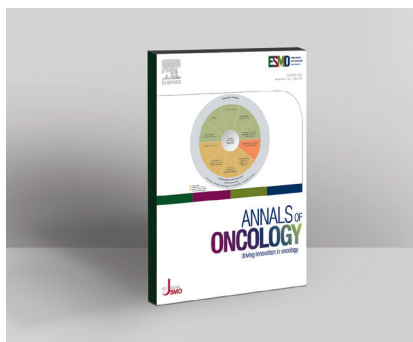
US Bill Hipple, b.hipple@elsevier.com
APAC Virginia Van Homrigh, v.vanhomrigh@elsevier.com

*Programs subject to availability/approval

Sample journals

Discover a selection of the available oncology titles here; contact us to explore the full range.

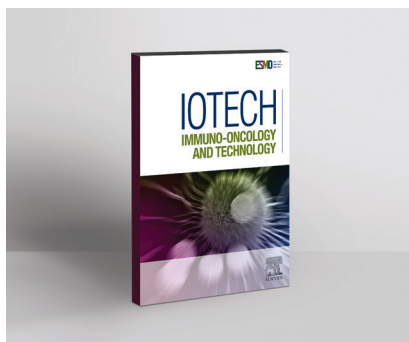
European Society for Medical Oncology titles



Annals of Oncology

An official journal of the European Society for Medical Oncology (ESMO)

Impact Factor (2020)	32.976
Monthly visits	165,202
Monthly pageviews	240,512
TOC email open rate	36.80%



Immuno-Oncology and Technology (IOTECH)

Open access

A new peer-reviewed open access journal from ESMO publishing high quality research and reviews on novel immuno-oncology topics and developments, both clinically and preclinically.



ESMO Open

Open access

ESMO online-only, peer-reviewed open access journal focuses on innovative clinical and translational cancer research.

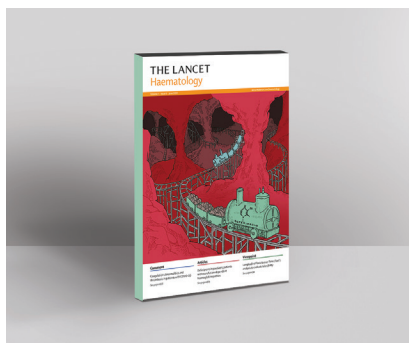
Impact Factor (2020)	6.540
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The Lancet Oncology

Part of The Lancet family

Impact Factor (2020)	41.316
Monthly visits	232,191
Monthly pageviews	334,977
TOC email open rate	16.90%



The Lancet Haematology

Part of The Lancet family

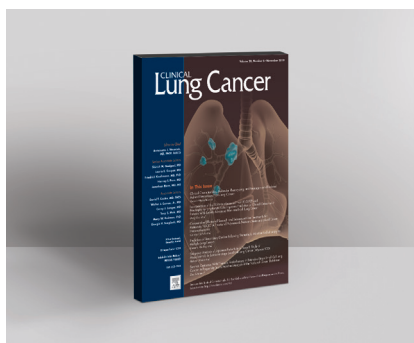
Impact Factor (2020)	18.959
Monthly visits	46,901
Monthly pageviews	70,379
TOC email open rate	17.20%



Journal of Thoracic Oncology

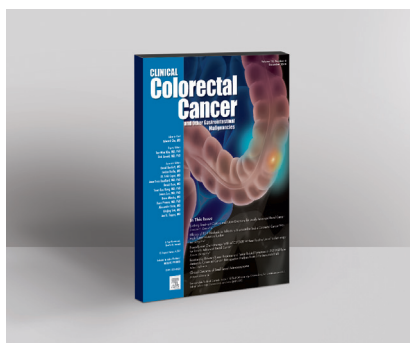
Official Journal of the International Association for the Study of Lung Cancer

Impact Factor (2020)	15.609
Monthly visits	52,925
Monthly pageviews	87,961
TOC email open rate	25.90%



Clinical Lung Cancer

Impact Factor (2020)	4.785
Monthly visits	10,449
Monthly pageviews	16,958
TOC email open rate	11.10%



Clinical Colorectal Cancer

Impact Factor (2020)	4.481
Monthly visits	7,329
Monthly pageviews	10,746
TOC email open rate	11.40%



Journal of Geriatric Oncology

Official journal of the International Society of Geriatric Oncology (SIOG)

Impact Factor (2020)	3.599
Monthly visits	9,065
Monthly pageviews	15,361
TOC email open rate	13.00%



Clinical Breast Cancer

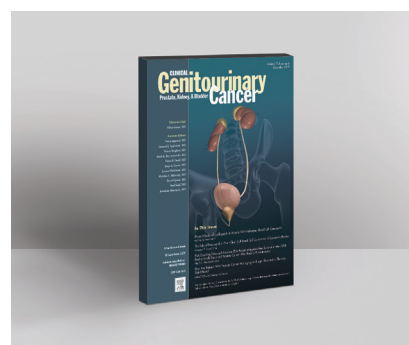
Impact Factor (2020)	3.225
Monthly visits	12,587
Monthly pageviews	19,067
TOC email open rate	13.10%



Clinical Lymphoma, Myeloma, & Leukemia

Official journal of the Society of Hematologic Oncology (SOHO) and the International Myeloma Society (IMS)

Impact Factor (2020)	3.231
Monthly visits	18,676
Monthly pageviews	29,247
TOC email open rate	11.20%



Clinical Genitourinary Cancer

Impact Factor (2020)	2.872
Monthly visits	10,893
Monthly pageviews	16,699
TOC email open rate	11.20%



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