

Elsevier Oncology

2016 Media Kit



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Oncology Options

Maximize your message with Elsevier's full suite of products

Elsevier is your go-to connection to physicians and health care professionals.

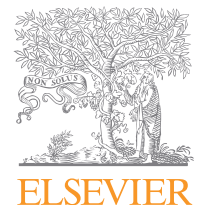
By harnessing our variety of publications – from traditional print journals to online solutions to mobile apps – you can reach an impressive number of experts via multiple channels, increasing ad views and enhancing your brand recognition.

No matter your target audience, we have a way for you to reach them.

Elsevier has been a respected name in the medical community for more than a century. We currently publish 25 percent of the world's STM content, and are recognized globally as a stable partner with the health care profession. Physicians and health care providers turn to Elsevier as a name they can trust because of the rigor and integrity of our Peer Review Process, a program that delivers top articles and reliable research data.

Elsevier connects you directly with physicians and other health care providers actively engaged with your specific topic, wherever and whenever they are, with a solution customized to meet your needs.

Discover the opportunities available, and let us help you hit that target.



Our Impact on Oncology

You know your target audience. So do we. From their first medical school text book to the research pub they check in on every month, Elsevier creates a relationship with physicians that lasts their entire career.

The field of oncology is immense, and the major players you need to reach stretch from physicians to nurses to allied health care professionals. We reach them too, and by leveraging our publications and online assets, you have the eyes of the industry, including medical oncologists, hematologists, radiation oncologists, surgical oncologists, oncology nurses, physician assistants, and oncology pharmacists.

Elsevier's Print Reach on Oncology: **91,352**

Journal Website Reach on Oncology: **1,048,564**

TOC Email Reach on Oncology: **158,449**

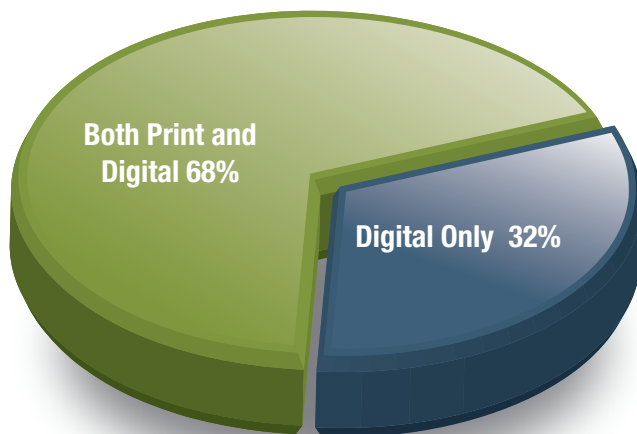
Mobile App Reach on Oncology: **5,762**

PracticeUpdate Registered Users in Oncology Channel : **103,105**

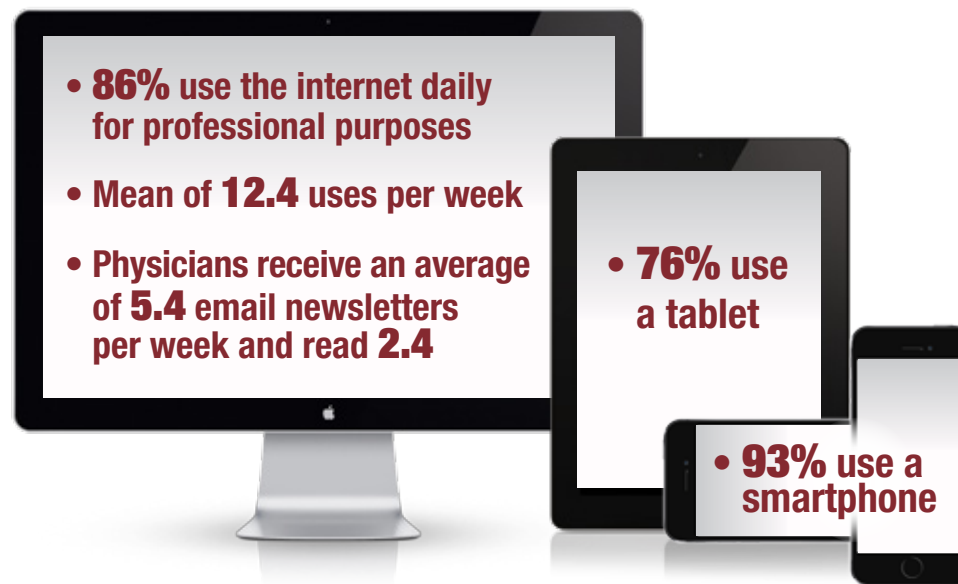
Go where they go

Medical journals and their online components are one of the most trusted sources of information available to the oncologist community – providing an invaluable venue for advertisers to share their marketing messages.

Print vs. Digital Versions Read*



Internet and Device Usage*



*Source: Kantar Media Sources & Interactions: September 2015 Medical/Surgical Edition; total US physician sample

Touch Points

Reach out. Inform. Repeat.

Maximize your marketing efforts through multiple touch points.
The more views your message receives, the more likely it is to stick.



Elsevier Oncology Network—Print

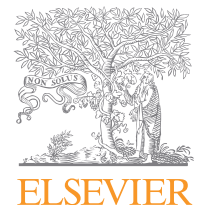
Print publications

Over 50 oncology-specific journals efficiently target this niche market.



Oncology/Hematology Journals

- ▶ Best Practice & Research: Clinical Haematology
- ▶ Biology of Blood and Marrow Transplantation
- ▶ Blood Reviews
- ▶ Bone
- ▶ Cancer Epidemiology
- ▶ Cancer Genetics
- ▶ Cancer Letters
- ▶ Cancer Treatment Reviews
- ▶ Clinical Breast Cancer
- ▶ Clinical Colorectal Cancer
- ▶ Clinical Genitourinary Cancer
- ▶ Clinical Lung Cancer
- ▶ Clinical Lymphoma, Myeloma & Leukemia
- ▶ Clinical Oncology
- ▶ Clinical Ovarian and Other Gynecologic Cancer
- ▶ Clinical Radiology
- ▶ Clinical Skin Cancer
- ▶ Computerized Medical Imaging and Graphics
- ▶ Critical Reviews in Oncology/Hematology
- ▶ Current Problems in Cancer
- ▶ Cytotherapy
- ▶ EJSO - European Journal of Surgical Oncology
- ▶ European Journal of Cancer
- ▶ European Journal of Oncology Nursing
- ▶ Experimental Hematology
- ▶ Gynecologic Oncology
- ▶ International Journal of Radiation Oncology • Biology • Physics
- ▶ Journal of Geriatric Oncology
- ▶ Journal of the American Society of Cytopathology
- ▶ Journal of Thoracic Oncology
- ▶ Leukemia Research
- ▶ Lung Cancer
- ▶ Neoplasia
- ▶ Oral Oncology
- ▶ Photodiagnosis and Photodynamic Therapy
- ▶ Radiotherapy & Oncology
- ▶ Seminars in Hematology
- ▶ Seminars in Oncology
- ▶ Seminars in Oncology Nursing
- ▶ Surgical Oncology
- ▶ The Breast
- ▶ The Lancet Haematology
- ▶ The Lancet Oncology
- ▶ Thrombosis Research
- ▶ Transfusion and Apheresis Science
- ▶ Transfusion Medicine Reviews
- ▶ Translational Oncology
- ▶ Urologic Oncology: Seminars and Original Investigations



Elsevier Oncology Network—Print

Editorial excellence

► Independent, disease-specific editorial

- Reach high value readers who are committed to the topic
- Target your message amid in-depth coverage of specific tumor types
- Associate your brand with a top source of physician education

► Rigorous peer review process

- Reviewed by prominent thought leaders
- Highly credible editorial product
- Ensured reader confidence

► Indexed, cited, searchable/discoverable and archived content

► Official journals of the affiliated societies



Official journal of the Society of Hematologic Oncology and the International Myeloma Society

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



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Elsevier Oncology Network—Print

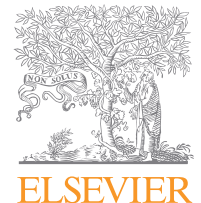
Advertising Opportunities*

- ▶ **Print ads** – traditional ads from ¼ page to multi-page spreads
- ▶ **Cover wraps** – grab attention from the start with an exterior wrap promoting a new launch or large event
- ▶ **Cover tips** – be the first thing our readers interact with by binding your promotional piece to the front cover
- ▶ **Outserts** – instantly capture readers' attention before they even open the journal
- ▶ **Inserts** – enjoy the flexibility of creating a piece at the size and style you prefer
- ▶ **Editorial supplements** - sponsored supplements offer you a self-contained way to make contact and promote your message
- ▶ **Custom reprints (including hard copy reprints and digital r(e)prints)** – link your product with an article published in any Elsevier journal, and distribute the branded piece to key decision-makers and opinion formers
- ▶ **Product Bulletin** – a product breakdown crafted by one of our medical writers using your prescribing information and preferred data. It is then packaged and mailed with one or more of our journals
- ▶ **PracticeUpdate Conference and Topic Monographs** – a supplement summarizing coverage from conference including KOL interviews and commentary, polybagged with Elsevier oncology journal



Visit www.elsemediakits.com for our advertising opportunities, journal information and rates.

*Subject to Society and Editor approvals

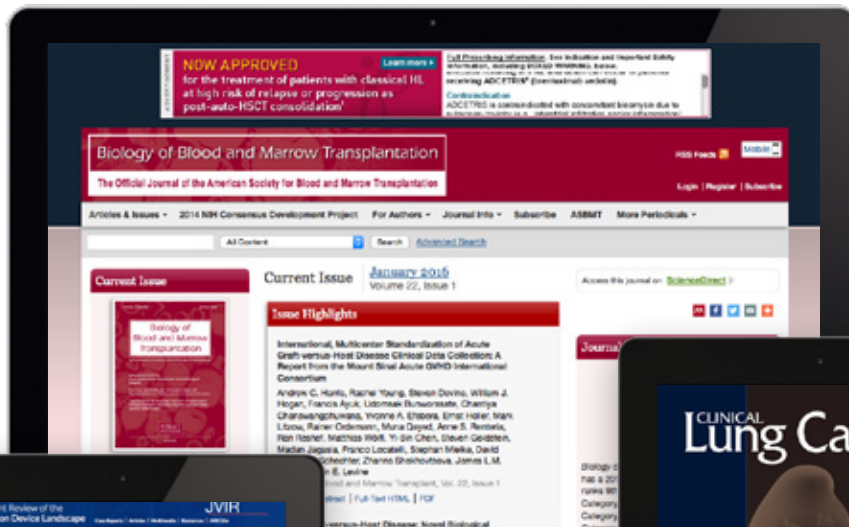


Elsevier Oncology Network—Digital

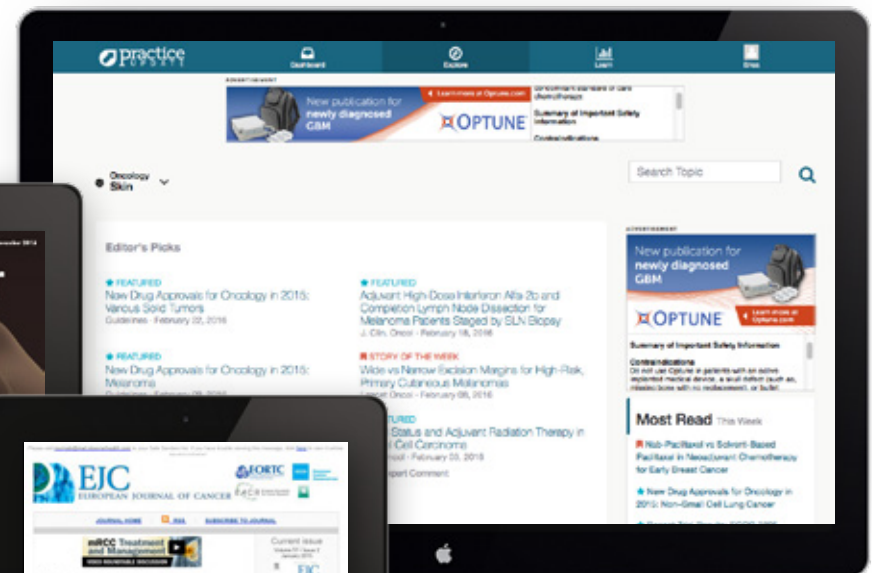
Digital

Create a dynamic place to attract niche targets and convert click-throughs to customers using our custom websites, research hubs, and multimedia destinations covering all specialties.

Journal Website



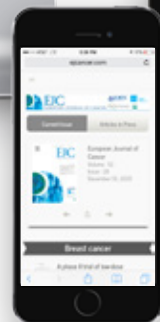
PracticeUpdate



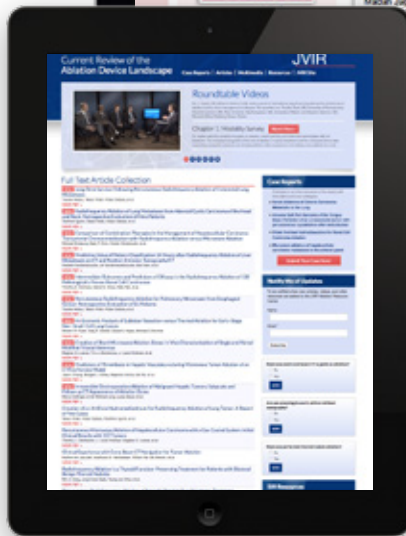
Tablet App



Phone App



Resource Center



TOC Email



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Elsevier Oncology Network—Digital



www.practiceupdate.com/oncology

PracticeUpdate.com is Elsevier's free online portal for validated physicians that focuses on translating clinical findings into practice change. Content is curated by our editorial boards of KOLs and includes peer reviewed content from both Elsevier and non-Elsevier sources. Selected content is pushed daily and accessible from any device.

- ▶ **Reach to both US and Non-US oncologists**
- ▶ 99,816 total registered users, including **40,211 oncology subscribers***
- ▶ **25,976** oncology physicians, **8,186** oncology HCPs, **6,049** others*
- ▶ **186,846** average monthly pageviews (United States only)*
- ▶ **66,987** average monthly unique visitors*
- ▶ Return visit rate: **60%**

*Source: PracticeUpdate November 2015 Dashboard (Average from 2013 to November 2015)

Connect with professionals who have direct interest and experience in your field by placing a digital ad on this established and growing site.



Elsevier Oncology Network—Custom Digital Solutions



PracticeUpdate – Oncology: Topic/Spotlight

Grab the attention of your audience by sponsoring a cancer sub-specialty page within PracticeUpdate. These specialty landing pages are some of the most popular destinations in the site.

Take advantage of this prime opportunity to continually share your message with relevant professionals by outfitting a particular spotlight page with your digital banner ads and sponsored multimedia.

- ▶ Broadcast your own assets, including MOA video, e-detail, white papers, brochures, studies, on spotlight pages
- ▶ In-depth sponsored information zone dedicated to a specialty area
- ▶ Visible to all specialty area visitors
- ▶ Exclusivity with 100% SOV in topic area

PracticeUpdate – Oncology: Topic/Spotlight Newsletter

- ▶ Reach engaged physicians through eNewsletter sponsorships
- ▶ Newsletter content selected by the Oncology editorial board
- ▶ Daily, weekly, monthly, and custom options
- ▶ Custom targeted newsletters based on therapeutic specialty
- ▶ Sponsorship for 100% share of voice



Elsevier Oncology Network—Custom Digital Solutions

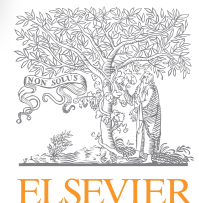


PracticeUpdate – Centers of Excellence

Sponsor a Center of Excellence media buy for a specialty area within PracticeUpdate that provides KOL-provided insights, best practices, research, support, and training content in a virtual medical center environment.

Reach out, educate and communicate through this single-sponsored specialty area.

- ▶ Customizable microsite
- ▶ Peer-to-peer collaboration
- ▶ Diagnostic and treatment support
- ▶ Expert-selected research, articles and pivotal trials
- ▶ Interactive webinars and KOL roundtables



Elsevier Oncology Network—Custom Digital Solutions



PracticeUpdate – Conference Sponsorship

Align your brand with oncology's top experts through this unique and exclusive sponsorship opportunity.

- ▶ Connect through high impact, high engagement events
- ▶ Recommended pre-conference content hand-selected by editorial board, along with session recommendations
- ▶ Includes conference alerts, 100% SOV ads on conference landing pages and associated specialty channel content, channel roadblock for conference duration
- ▶ End-of-meeting recap highlighting the most important sessions and speakers coming from the show
- ▶ Continued exposure of conference through ongoing commentary, analysis, and opinion of our editorial boards

The screenshot displays the PracticeUpdate website interface for the European Society of Cardiology Congress (ESC). The main content area includes a video player showing a speaker, a list of chapters (Chapter 1 to Chapter 6), and a sidebar with a 'Patient Factors Matter' advertisement. The advertisement highlights 'Age Concomitant medications', 'Renal dysfunction', 'Comorbidities', 'Low body weight', and 'Medication compliance'.

The screenshot displays the PracticeUpdate website interface for the ADA 2014 Diabetes conference coverage roundup. The main content area includes a list of key takeaways, such as 'ADA Key Takeaway: The Safety and Efficacy of SGLT-2 Inhibitors' and 'ADA Key Takeaway: Advances in "Closed-Loop" Systems'. The sidebar features a 'Patient Factors Matter' advertisement.



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Elsevier Oncology Network—Custom Digital Solutions

Journal-Branded Resource Centers

Educational microsite aligned with a selected journal that showcases journal articles and multimedia content (e.g. roundtables, FAQ videos, narrated slide decks, podcasts, article collections) specific to the sponsor's interest area. **PubMed Indexing** is available via abstract publication.

Article collections align your brand with a specialty by sponsoring a collection of editorial pieces that will inform and engage your target. Supplemental print pieces that support the resource center content can also be created.

- ▶ Average viewing time for videos on Resource Centers: **20 minutes**
- ▶ Average viewing time for article pages on Resource Center: **21 minutes**

*Google Analytics 2013-2014, based upon average of all current Elsevier Resource Centers



PeerReview

- ▶ Expansion on published data with expert videos, interactive audio-slide presentations, downloadable transcripts, references, and/or commentary
- ▶ Custom video commentary and expert insight
- ▶ Promotes your brand and extends your marketing message
- ▶ Program can include creation and polybag of print monograph



Custom Video Series

- ▶ Short topic based video series with our media partner mission critical health
- ▶ Topics can be based on topics/spotlights, COEs, conferences, etc.

*Subject to Society and Editor approvals



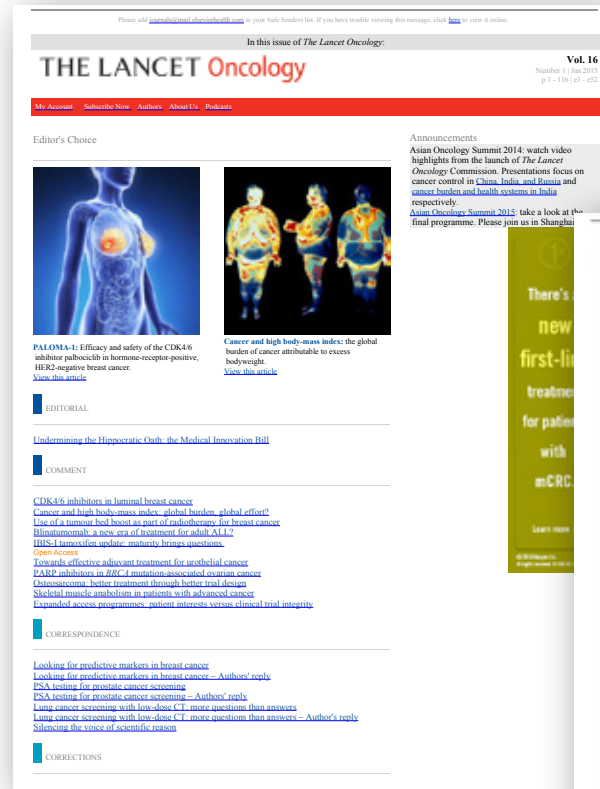
Elsevier Oncology Network—Custom Digital Solutions

Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the electronic Table of Contents (TOC) emails for the Oncology network of Journals, providing a preview of what's coming in their next issue.

- ▶ TOC emails are sent to opt-in recipients who are anticipating and interested in this content, you benefit from higher-than-average interaction, including a competitive 19.45% average open rate.
- ▶ Metrics are available on a monthly basis.
- ▶ Contact your sales representative for rates and information.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.



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Elsevier Oncology Network—Custom Digital Solutions

Custom HTML Newsletters

Leverage Elsevier's proprietary email lists to deliver your message.

Metrics

- ▶ 99%+ deliverability rate
- ▶ 15-30% open rate
- ▶ 1-5% click to open rate (of the people who opened the email, how many of them clicked)

US Opt-ins

- ▶ 10,764

The image shows a digital newsletter titled "Practice Update" with a teal header. Below the header, it states "FDA-approved for Newly Diagnosed GBM". The main content features a photograph of an elderly man in a yellow shirt holding a brain scan, with the text "i am proof of extended survival in newly diagnosed GBM". Below this is the "OPTUNE" logo and a paragraph: "We are pleased to announce that Optune™ + TMZ is now FDA-approved for newly diagnosed GBM, based on the results of the EF-14 phase 3 pivotal trial." Three data points are presented in blue boxes: Median OS (20.5 vs 15.6 months, p=0.0042), Median PFS (7.2 vs 4.0 months, p=0.0013), and 2-year survival (48% vs 32%, p=0.0056). A red "Safety" section states "OPTUNE WAS SAFELY COMBINED WITH TMZ" and lists adverse events.

Metric	Optune + TMZ	TMZ	p-value
Median OS	20.5 MONTHS	15.6 MONTHS	0.0042
Median PFS	7.2 MONTHS	4.0 MONTHS	0.0013
2-year survival	48%	32%	0.0056

Safety
OPTUNE WAS SAFELY COMBINED WITH TMZ

- No significant increase in serious AEs compared with TMZ alone^{1,2}
- The most common (≥10%) adverse events involving Optune in combination with temozolomide were thrombocytopenia, nausea, constipation, vomiting, fatigue, medical device site reaction, headache, convulsions, and depression²

Elsevier Oncology Network—Mobile

Mobile Apps

A continually growing list of interactive journal apps that provide the latest Elsevier content to the field, no matter where they are. Oncology-specific mobile app options include *European Journal of Cancer*, *Experimental Hematology*, *The Lancet Haematology*, *The Lancet Oncology*, and *Gynecologic Oncology*.

Mobile devices aren't just trendy – they are becoming increasingly important for the busy medical professional. In fact, physicians are adopting tablets and smartphones at a faster rate than any other type of consumer.

- ▶ **76% of U.S. physicians use a tablet** for professional purposes*
- ▶ **93% of U.S. physicians use a smartphone** for professional purposes*
- ▶ **79% of oncologists read current medical journals** online/app version*

Place a digital banner ad in our apps and enjoy high engagement rates plus bonuses like logo placement in iPad app promotional materials.

*Source: Kantar Media Sources & Interactions: September 2015 Medical/Surgical Edition



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Elsevier Oncology Network—Rich Media Specs

Rich Media Specs

PracticeUpdate can accept most types of standard and custom ads units including:

- ▶ Flash ads with static image fallback
- ▶ HTML5
- ▶ Expandables
- ▶ In-banner videos
- ▶ IAB Rising Star ads



Rich Media Guide

Creative Unit	In-Banner Video (file-loaded)	In-Banner Video (streaming)	Expandable/Retractable	Filmstrip
Initial dimensions (w x h pixels)	300x250	160x600	728x90, 970x90	300x600
Maximum expanded dimensions	N/A	N/A	300x250 to 600x250 160x600 to 600x600 728x90 to 728x315 970x90 to 970x415	N/A

Find Your Focus

The depth and breadth of Elsevier's products allow you to specifically target a select group of physicians. Take advantage of our offerings and create a customized media package that will allow you to tailor your message and increase your relevancy.

- ▶ **Breast Cancer**
- ▶ **Colorectal Cancer**
- ▶ **Lung Cancer**
- ▶ **Prostate Cancer**
- ▶ **Genitourinary Cancer**
- ▶ **Ovarian Cancer**
- ▶ **Hematologic Cancer**
- ▶ **Skin Cancer**

Other Oncology Focuses Available



Breast Cancer

Print

► **Clinical Breast Cancer**

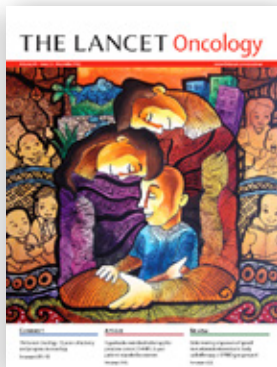
Clinical Breast Cancer is a peer-reviewed bimonthly journal that publishes original articles describing various aspects of clinical and translational research of breast cancer. It is devoted to articles on detection, diagnosis, prevention, and treatment of breast cancer. The main emphasis is on recent scientific developments in all areas related to breast cancer.

► **The Lancet Oncology**

The *Lancet Oncology* publishes original research, reviews, personal views, commentaries, and news across the global field of oncology. The journal is stringently edited and peer-reviewed to ensure the scientific merit and clinical relevance of its diverse content. With an impact factor of 24.725, the journal ranks third out of 202 oncology journals worldwide, is the leading clinical research journal in oncology, and is in the top 0.5% of all scientific journals, of any discipline, globally. 2013 Journal Citation Reports®, © 2014 Thomson Reuters

► **Seminars in Oncology**

Seminars in Oncology brings you current, authoritative, and practical reviews of developments in the diagnosis and management of patients with cancer. Each issue examines a single topic of clinical importance. Readers are guided through each cancer's biology, epidemiology, and pathophysiology, its clinical presentation and therapeutic options, and appropriate follow-up measures.



Digital and Mobile

- Run of Site Advertising
- Spotlight on Breast Cancer
- Center of Excellence on Breast Cancer
- Breast Topic Newsletters
- ASCO Breast Conference Newsletters, San Antonio Breast Cancer Symposia Conference Newsletters
- Weekly Newsletters (Daily Digest, Expert Insights, and Monthly Top 10 Newsletters)
- Newsletters Metrics
 - Average Opt-In Subscribers = 10,461 US and 11,049 ROW
 - Average Delivery Rate = 99.8%
 - Average Open Rate = 27.2%
 - Average Click-Through Rate = 5.6%



Colorectal Cancer

Print

► Clinical Colorectal Cancer

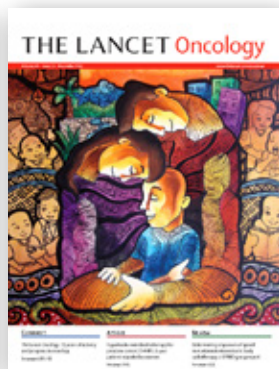
Clinical Colorectal Cancer is a peer-reviewed, quarterly journal that publishes original articles describing various aspects of clinical and translational research of gastrointestinal cancers. It is devoted to articles on detection, diagnosis, prevention, and treatment of colorectal, pancreatic, liver, and other gastrointestinal cancers. The main emphasis is on recent scientific developments in all areas related to gastrointestinal cancers.

► The Lancet Oncology

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Digital and Mobile

- Run of Site Advertising
- Spotlight on Colorectal Cancer
- Center of Excellence on Colorectal Cancer
- Colorectal Topic Newsletters
- Conference Newsletters
- Weekly Newsletters (Daily Digest, Expert Insights, and Monthly Top 10 Newsletters)
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Lung Cancer

Print

► **Clinical Lung Cancer**

Clinical Lung Cancer is a peer-reviewed bimonthly journal that publishes original articles describing various aspects of clinical and translational research of lung cancer. It is devoted to articles on detection, diagnosis, prevention, and treatment of lung cancer. The main emphasis is on recent scientific developments in all areas related to lung cancer.

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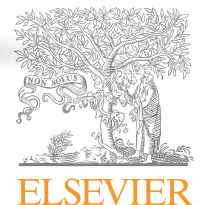
► **Journal of Thoracic Oncology**

The *Journal of Thoracic Oncology*, the official Journal of the International Association for the Study of Lung Cancer, is the primary educational and informational publication for topics relevant to detection, prevention, diagnosis, and treatment of thoracic malignancies. The journal emphasizes a multidisciplinary approach, and includes original research (clinical trials and translational or basic research), reviews, and opinion pieces.



Digital and Mobile

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Prostate Cancer

Print

► Clinical Genitourinary Cancer

Clinical Genitourinary Cancer is a peer-reviewed journal that publishes original articles describing various aspects of clinical and translational research in genitourinary cancers. It is devoted to articles on detection, diagnosis, prevention, and treatment of genitourinary cancers. The main emphasis is on recent scientific developments in all areas related to genitourinary malignancies.

► The Lancet Oncology

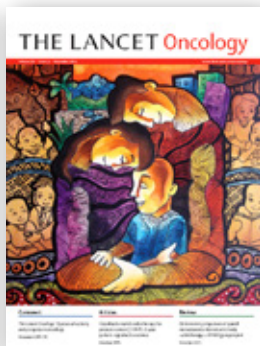
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► Urologic Oncology: Seminars and Original Investigations

Seminars and Original Investigations combines original peer-reviewed research articles with reviews by invited experts on a single topic in each issue. The journal publishes practical, timely, and relevant clinical and basic science research articles which address any aspect of urologic oncology.

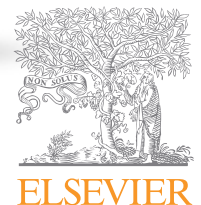
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Genitourinary Cancer

Print

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► **The Lancet Oncology**

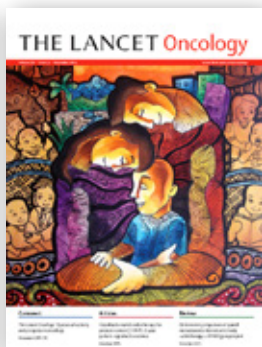
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Digital and Mobile

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Ovarian Cancer

Print

► **The Lancet Oncology**

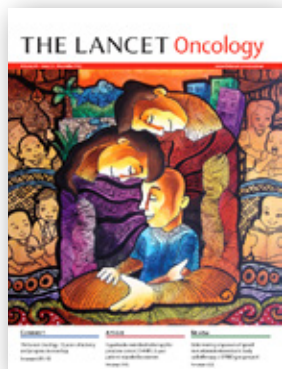
The *Lancet Oncology* publishes original research, reviews, personal views, commentaries, and news across the global field of oncology. The journal is stringently edited and peer-reviewed to ensure the scientific merit and clinical relevance of its diverse content. With an impact factor of 24.725, the journal ranks third out of 202 oncology journals worldwide, is the leading clinical research journal in oncology, and is in the top 0.5% of all scientific journals, of any discipline, globally. 2013 Journal Citation Reports®, © 2014 Thomson Reuters

► **Gynecologic Oncology**

As the official journal of the Society of Gynecologic Oncology, *Gynecologic Oncology* is an international journal devoted to the publication of clinical and investigative articles that concern tumors of the female reproductive tract. Investigations relating to the etiology, diagnosis, and treatment of female cancers, as well as research from any of the disciplines related to this field of interest, are published.

► **Seminars in Oncology**

Seminars in Oncology brings you current, authoritative, and practical reviews of developments in the diagnosis and management of patients with cancer. Each issue examines a single topic of clinical importance. Readers are guided through each cancer's biology, epidemiology, and pathophysiology, its clinical presentation and therapeutic options, and appropriate follow-up measures.



Digital and Mobile

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- Center of Excellence on Ovarian Cancer
- Ovarian Topic Newsletters
- Conference Newsletters
- Weekly Newsletters (Daily Digest, Expert Insights, and Monthly Top 10 Newsletters)
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Hematologic Cancer

Print

► **Clinical Lymphoma, Myeloma and Leukemia**

Clinical Lymphoma Myeloma and Leukemia is a peer-reviewed bimonthly journal that publishes original articles describing various aspects of clinical and translational research of lymphoma, myeloma and leukemia. It is devoted to articles on detection, diagnosis, prevention, and treatment of lymphoma, myeloma, leukemia and related disorders including macroglobulinemia, amyloidosis, and plasma-cell dyscrasias. The main emphasis is on recent scientific developments in all areas related to lymphoma, myeloma and leukemia. It is the official journal of the Society of Hematologic Oncology and the International Myeloma Society.

► **The Lancet Oncology**

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► **Seminars in Hematology**

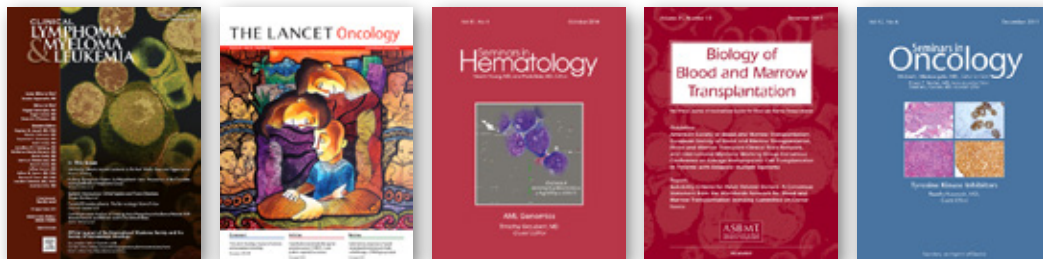
Seminars in Hematology is a topical journal that focuses on subjects of current importance in clinical hematology and related fields. It is devoted to making the present status of such topics and the results of new investigations readily available to the practicing physician. *Seminars in Hematology* is of special interest to hematologists, oncologists, internal medicine specialists, blood bankers and specialists in thrombosis and hemostasis.

► **Biology of Blood and Marrow Transplantation**

Biology of Blood and Marrow Transplant publishes original research reports, reviews, editorials, commentaries, letters to the editor, and hypotheses and is the official publication of the American Society for Blood and Marrow Transplantation. The journal focuses on current technology and knowledge in the interdisciplinary field of hematopoietic stem cell transplantation.

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Skin Cancer

Print

► **Clinical Skin Cancer**

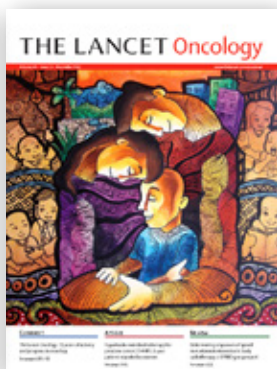
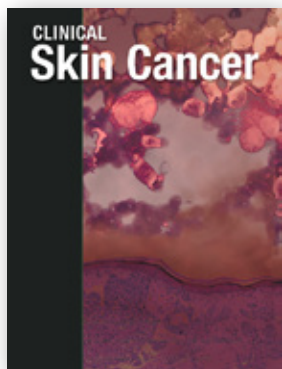
Clinical Skin Cancer is an international peer-reviewed, quarterly, journal dedicated to disseminating cutting-edge data to the practicing clinician by providing physicians and healthcare professionals with the most up-to-date, clinically relevant information available in order to enhance caregivers' ability to provide optimal care for their cancer patients. *Clinical Skin Cancer* publishes original articles describing various aspects of clinical and translational research of skin malignancies and is devoted to articles on detection, diagnosis, prevention, and treatment of skin malignancies.

► **The Lancet Oncology**

The *Lancet Oncology* publishes original research, reviews, personal views, commentaries, and news across the global field of oncology. The journal is stringently edited and peer-reviewed to ensure the scientific merit and clinical relevance of its diverse content. With an impact factor of 24.725, the journal ranks third out of 202 oncology journals worldwide, is the leading clinical research journal in oncology, and is in the top 0.5% of all scientific journals, of any discipline, globally. 2013 Journal Citation Reports®, © 2014 Thomson Reuters

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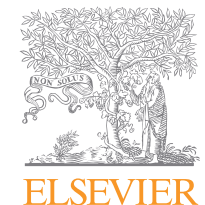
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Metrics

<i>Journal</i>	<i>Clinical Focus</i>	<i>Print Circulation</i>	<i>Journal Website</i>	<i>Table of Contents (TOC) Email*</i>
Clinical Breast Cancer	Breast Cancer	9,500	www.clinical-breast-cancer.com Monthly Pageviews: 11,717 Monthly Unique Visitors: 3,163 Monthly Visits: 4,545	17,400
The Lancet Oncology	Breast Cancer, Colorectal Cancer, Lung Cancer, Prostate Cancer, Genitourinary Cancer, Ovarian Cancer, Hematologic/Leukemia Cancer	10,827 (U.S. Edition)	www.thelancet.com Monthly Pageviews: 201,666 Monthly Unique Visitors: 5,419 Monthly Visits: 11,669	57,514
Seminars in Oncology	Breast Cancer, Colorectal Cancer, Lung Cancer, Prostate Cancer, Genitourinary Cancer, Ovarian Cancer, Hematologic/Leukemia Cancer	1,850	www.seminoncol.org Monthly Pageviews: 24,542 Monthly Unique Visitors: 7,098 Monthly Visits: 8,894	2,313
Clinical Colorectal Cancer	Colorectal Cancer	9,500	www.clinical-colorectal-cancer.com Monthly Pageviews: 7,848 Monthly Unique Visitors: 1,859 Monthly Visits: 2,823	17,883
Clinical Lung Cancer	Lung Cancer	9,500	www.clinical-lung-cancer.com Monthly Pageviews: 10,373 Monthly Unique Visitors: 2,641 Monthly Visits: 3,869	17,025
Clinical Genitourinary Cancer	Prostate Cancer, Genitourinary Cancer	10,000	www.clinical-genitourinary-cancer.com Monthly Pageviews: 11,077 Monthly Unique Visitors: 2,471 Monthly Visits: 3,527	17,693
Urologic Oncology: Seminars and Original Investigations	Prostate Cancer, Genitourinary Cancer	530	www.urologiconcology.org Monthly Pageviews: 15,281 Monthly Unique Visitors: 4,833 Monthly Visits: 6,285	901
European Journal of Cancer	Multidisciplinary Oncology: Cancer Research, Translational Oncology, Clinical Oncology	15,000	www.ejcancer.com Monthly Pageviews: 39,714 Monthly Unique Visitors: 11,161 Monthly Visits: 14,898	5,903
Gynecologic Oncology	Ovarian Cancer	1,333	www.gynecologiconcology-online.net Monthly Pageviews: 42,553 Monthly Unique Visitors: 11,553 Monthly Visits: 14,908	956
Clinical Lymphoma, Myeloma and Leukemia	Hematologic/Leukemia Cancer	10,000	www.clinical-lymphoma-myeloma-leukemia.com Monthly Pageviews: 15,366 Monthly Unique Visitors: 3,747 Monthly Visits: 5,386	17,349
Seminars in Hematology	Hematologic/Leukemia Cancer	900	www.seminhematol.org Monthly Pageviews: 13,406 Monthly Unique Visitors: 3,703 Monthly Visits: 4,801	1,361
Biology of Blood and Marrow Transplantation	Hematologic/Leukemia Cancer	2,000	www.bmt.org Monthly Pageviews: 47,528 Monthly Unique Visitors: 11,727 Monthly Visits: 17,354	2,025
Journal of Thoracic Oncology	Lung Cancer	3,085	www.jto.org Monthly Pageviews: 35,798 Monthly Unique Visitors: 7,295 Monthly Visits: 9,251	5,224

*Source: Epsilon



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