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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.*
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*

- 86% use the internet daily for professional purposes
- Mean of 12.4 uses per week
- Physicians receive an average of 5.4 email newsletters per week and read 2.4
- 76% use a tablet
- 93% use a smartphone

*Source: Kantar Media Sources & Interactions: September 2015 Medical/Surgical Edition; total US physician sample
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.
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
**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**
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.elsmediakits.com](http://www.elsmediakits.com) for our advertising opportunities, journal information and rates.

*Subject to Society and Editor approvals
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.
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.
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
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

Current Challenges Associated with Managing Metastatic Renal Cell Carcinoma in US Community Oncology Practices

RONG TABLE DISCUSSION - QURE 27, 2014

Our virtual center for excellence in the treatment of renal cell carcinomas leverages technology to create a collaborative and comprehensive way to improve patient care. This unique center has the key advantages of a real-world academic center as well as the features and enhancements that only PracticeUpdate and Elsevier can provide to foster an experienced team approach that supplements and complements your practice.

Recently Updated

1. Caring hospice assistance for metastatic renal cell carcinoma
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
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
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.
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
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*
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

<table>
<thead>
<tr>
<th>Creative Unit</th>
<th>In-Banner Video (file-loaded)</th>
<th>In-Banner Video (streaming)</th>
<th>Expandable/Retractable</th>
<th>Filmstrip</th>
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</thead>
<tbody>
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<td>300x250</td>
<td>160x600</td>
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<td>N/A</td>
</tr>
<tr>
<td></td>
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<td>728x90 to 728x315</td>
<td>970x90 to 970x415</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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
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%
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

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

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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)

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%
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.

- **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.

- **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

- Run of Site Advertising
- Spotlight on Lung Cancer
- Center of Excellence on Lung Cancer
- Lung Topic Newsletters
- 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%
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 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

Urologic Oncology: 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.

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 Prostate Cancer
- Center of Excellence on Prostate Cancer
- Prostate Topic Newsletters
- 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
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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

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

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.

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.

Run of Site Advertising

Spotlight on Genitourinary Cancer

Center of Excellence on Genitourinary Cancer

Topic Newsletters

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
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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

- Run of Site Advertising
- Spotlight on Ovarian Cancer
- Center of Excellence on Ovarian Cancer
- Ovarian Topic Newsletters
- Conference Newsletters
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  - Average Open Rate = 27.2%
  - Average Click Through Rate = 5.6%
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

The *Lancet Oncology* publishes original research, reviews, personal views, commentaries, and news across the global field of oncology. 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 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 hematopoetic stem cell transplantation.

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.
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

- **Seminars in Oncology**
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Digital and Mobile

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  - Average Open Rate = 27.2%
  - Average Click Through Rate = 5.6%
<table>
<thead>
<tr>
<th>Journal</th>
<th>Clinical Focus</th>
<th>Print Circulation</th>
<th>Journal Website</th>
<th>Table of Contents (TOC) Email</th>
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<tr>
<td>Clinical Breast Cancer</td>
<td>Breast Cancer</td>
<td>9,500</td>
<td><a href="http://www.clinical-breast-cancer.com">www.clinical-breast-cancer.com</a></td>
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<td>The Lancet Oncology</td>
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<td>Clinical Colorectal Cancer</td>
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<td>Prostate Cancer, Genitourinary Cancer</td>
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<td><a href="http://www.clinical-genitourinary-cancer.com">www.clinical-genitourinary-cancer.com</a></td>
<td>17,693</td>
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<td>Urologic Oncology: Seminars and Original Investigations</td>
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<td><a href="http://www.urologiconcology.org">www.urologiconcology.org</a></td>
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<td>European Journal of Cancer</td>
<td>Multidisciplinary Oncology: Cancer Research, Translational Oncology, Clinical Oncology</td>
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<td><a href="http://www.ejcancer.com">www.ejcancer.com</a></td>
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<td>Gynecologic Oncology</td>
<td>Ovarian Cancer</td>
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<td><a href="http://www.gynecologiccancer.org">www.gynecologiccancer.org</a></td>
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<td>Clinical Lymphoma, Myeloma and Leukemia</td>
<td>Hematologic/Leukemia Cancer</td>
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<td><a href="http://www.clinical-lymphoma-myaloma-leukemia.com">www.clinical-lymphoma-myaloma-leukemia.com</a></td>
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<td>Seminars in Hematology</td>
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<td><a href="http://www.seminhematol.org">www.seminhematol.org</a></td>
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<td>Biology of Blood and Marrow Transplantation</td>
<td>Hematologic/Leukemia Cancer</td>
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<td><a href="http://www.bbmt.org">www.bbmt.org</a></td>
<td>2,025</td>
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<td>Journal of Thoracic Oncology</td>
<td>Lung Cancer</td>
<td>3,085</td>
<td><a href="http://www.jto.org">www.jto.org</a></td>
<td>5,224</td>
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</table>

* Source: Epsilon
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