

ONCOLOGY TIMES

36,350

Total Subscribers

288,165

Oncology Specialty Average Monthly Visits

Website

<http://www.oncology-times.com/>

Audience

Oncologists, hematology/oncologists, radiation oncologists, pediatric oncologists, oncology nurses, oncology specialists, surgical oncologists, urology oncologists

Content Focus

Oncology Times reports essential clinical news with independent analysis for today's oncologists, hematologists, and other cancer care professionals to optimize patient care and outcomes. The award-winning publication appears twice a month in print—mailed to approximately 41,000 readers—with daily updates online. Included are such popular regular departments and blogs as Dr. Joe Simone's *OncOpinion*, Dr. George Sledge's *Musings from a Cancer Doctor*, and Dr. Wendy Harpham's *View from the Other Side of the Stethoscope*, as well as *How Do I Treat...?*, *Meeting Highlights* from experts in various cancer subspecialties, *Practice Matters*, *Point-Counterpoints*, *3 Questions on...*, and *Conference listings*. Also published regularly are *Special Edition Meeting Reporters* with news from major conferences; *Clinical Spotlights*; and *FOCUS* special edition supplements.

Oncology Times proudly brings you *HemOnc Times*, a hematology-focused supplement devoted entirely to bringing readers the “story behind the story.” *HemOnc Times* delves deeper into the latest news to bring a fresh perspective and offers advertisers a new and engaging space to market their products. If it's happening in the field, we've got it covered. *HemOnc Times* is polybagged with *Oncology Times* to offer access to highly engaged *Oncology Times* readers and analyzes topics in leukemia, lymphoma, multiple myeloma, as well as CAR-T therapy, AML, CLL, NHL, and more. *HemOnc Times* will mail with the 2/20, 5/20, 8/20, and 11/20 issues of *Oncology Times*. *HemOnc Times* features a weekly eNewsletter sent to *Oncology Times* subscribers and exclusive online content— videos, podcasts, articles, and updates—updated weekly.

Editor-in-Chief

Pamela Tarapchak

Frequency

24 times a year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution



BPA WorldwideSM Brand Report

Total Subscribers	36,350	0	36,350
Print Circulation	36,350	0	36,350
Online-Only Circulation	0	0	0

Digital Audience Engagement

	US	ROW	TOTAL
Oncology Specialty Average Monthly Visits	114,675	173,490	288,165
Oncology Specialty Average Monthly Page Views	380,692	692,043	1,072,735

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	King Page Color	King Page B/W (PI)	Island Half Page Color	Island Half Page B/W (PI)
1x	\$8,890	\$6,560	\$7,330	\$5,000
12x	\$8,625	\$6,295	\$6,980	\$4,650
24x	\$8,440	\$6,110	\$6,850	\$4,520
36x	\$8,355	\$6,025	\$6,735	\$4,405
48x	\$7,640	\$5,310	\$6,270	\$3,940
96x	\$7,610	\$5,280	\$6,260	\$3,930
120x	\$7,575	\$5,245	\$6,215	\$3,885
144x	\$7,530	\$5,200	\$6,100	\$3,770
192x	\$7,450	\$5,120	\$6,090	\$3,760
240x	\$7,395	\$5,065	\$6,020	\$3,690
336x	\$7,320	\$4,990	\$5,940	\$3,610

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 50% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

A-Size Insert Rates:

2-page: 2 times earned Island Half Page B/W (PI) page rate

4-page: 4 times earned Island Half Page B/W (PI) page rate

6-page: 6 times earned Island Half Page B/W (PI) page rate

King Size Insert Rates:

2-page: 2 times earned King Page B/W (PI) page rate

4-page: 4 times earned King Page B/W (PI) page rate

6-page: 6 times earned King Page B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

King Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
\$9,015	\$7,660	\$6,140	\$4,070	\$2,625	\$1,555

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January 5	11/22/2021	11/25/2021	11/30/2021	12/6/2021	1/5/2022
January 20	12/3/2021	12/8/2021	12/13/2021	12/20/2021	1/19/2022
February 5	12/20/2021	12/23/2021	12/29/2021	1/3/2022	2/2/2022
Feb 20 (SUPPL)	1/5/2022	1/11/2022	1/14/2022	1/19/2022	2/16/2022
March 5	1/20/2022	1/25/2022	1/28/2022	2/2/2022	3/2/2022
March 20	2/3/2022	2/8/2022	2/11/2022	2/16/2022	3/16/2022
April 5	2/24/2022	3/1/2022	3/4/2022	3/9/2022	4/6/2022
April 20	3/10/2022	3/15/2022	3/18/2022	3/23/2022	4/20/2022
May 5	3/24/2022	3/29/2022	4/1/2022	4/6/2022	5/4/2022
May 20 (SUPPL)	4/7/2022	4/12/2022	4/15/2022	4/20/2022	5/18/2022
June 5	4/20/2022	4/25/2022	4/28/2022	5/3/2022	6/1/2022
June 20	5/4/2022	5/9/2022	5/12/2022	5/17/2022	6/15/2022
July 5	5/24/2022	5/27/2022	6/1/2022	6/6/2022	7/6/2022
July 20	6/7/2022	6/10/2022	6/16/2022	6/21/2022	7/20/2022
August 5	6/22/2022	6/28/2022	7/1/2022	7/6/2022	8/3/2022
August 20 (SUPPL)	7/7/2022	7/12/2022	7/15/2022	7/20/2022	8/17/2022
September 5	7/27/2022	8/1/2022	8/4/2022	8/10/2022	9/7/2022
September 20	8/10/2022	8/15/2022	8/18/2022	8/24/2022	9/21/2022
October 5	8/24/2022	8/30/2022	9/2/2022	9/7/2022	10/5/2022
October 20	9/8/2022	9/13/2022	9/16/2022	9/21/2022	10/19/2022
November 5	9/22/2022	9/27/2022	9/30/2022	10/5/2022	11/2/2022
Nov 20 (SUPPL)	10/6/2022	10/11/2022	10/14/2022	10/19/2022	11/16/2022
December 5	10/25/2022	10/28/2022	11/2/2022	11/7/2022	12/7/2022
December 20	11/8/2022	11/11/2022	11/16/2022	11/21/2022	12/21/2022

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Saddle Stitched

Journal Trim Size

10 1/2" x 13 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
King page:	9 1/2"	x	13"	10 3/4"	x	14 1/8"
Island 1/2 page:	7"	x	10"	7 7/8"	x	10 3/4"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
King page:	9 1/4"	x	12"
3/4 page:	6 7/8"	x	12"
1/2 page horizontal:	9 1/4"	x	5 7/8"
1/2 page vertical:	4 1/2"	x	12"
1/4 page horizontal:	4 1/2"	x	5 7/8"
1/4 page vertical:	2 1/8"	x	12"
1/8 page horizontal:	4 1/2"	x	2 7/8"
1/8 page vertical:	2 1/8"	x	5 7/8"
1/16 page:	2 1/3"	x	3 1/3"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample must be submitted to Production Associate for approval.

Sizes: A-Size: submit 8" x 11"

Paper Stock: Consult Production Associate.

Quantity: Consult Production Associate.

Packing Instructions: Carton packing preferred with publication, quantity, and issue clearly indicated.

Shipping Address: Consult Production Associate.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

[Contact Us](#)

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