

Hematology

Our focus:



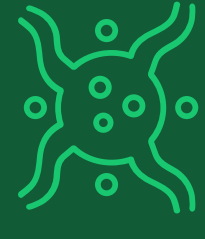
Leukemia



Malignancies



Hemophilia



Lymphoma



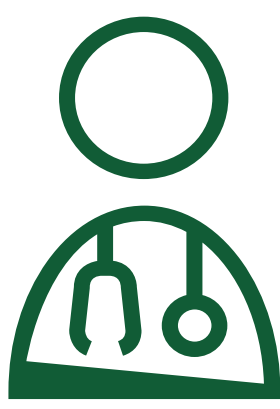
Sickle-cell anemia



The hematology market is projected to grow at a CAGR of 8.2% from 2021 to 2025.¹

The rise of chronic diseases and expanding geriatric population, and a surge in blood donation camps across global communities are key market drivers.^{2,3}

Solving key challenges for clinicians and pharma: Our value add



HCPs' needs
Stay up-to-date with the latest clinical practices and advancements

Independent, relevant and trusted information sources

Validated content and engaging formats

Ads linking to problem-solving content⁴



Pharma's needs
Build brand awareness and message credibility

Audience reach

Go beyond your existing customer base by **leveraging the reach of our well-established proprietary and society journals.**

Source credibility

Associate with the information sources (journals and societies) that **lend credibility to your message.**

Optimal execution

Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

Amplify your impact. Reach an engaged audience in an environment they trust.

Our audience⁵



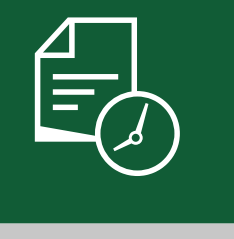
4,129,909 Annual unique visitors



343,149 Average monthly unique visitors



12,683,065 Annual page views

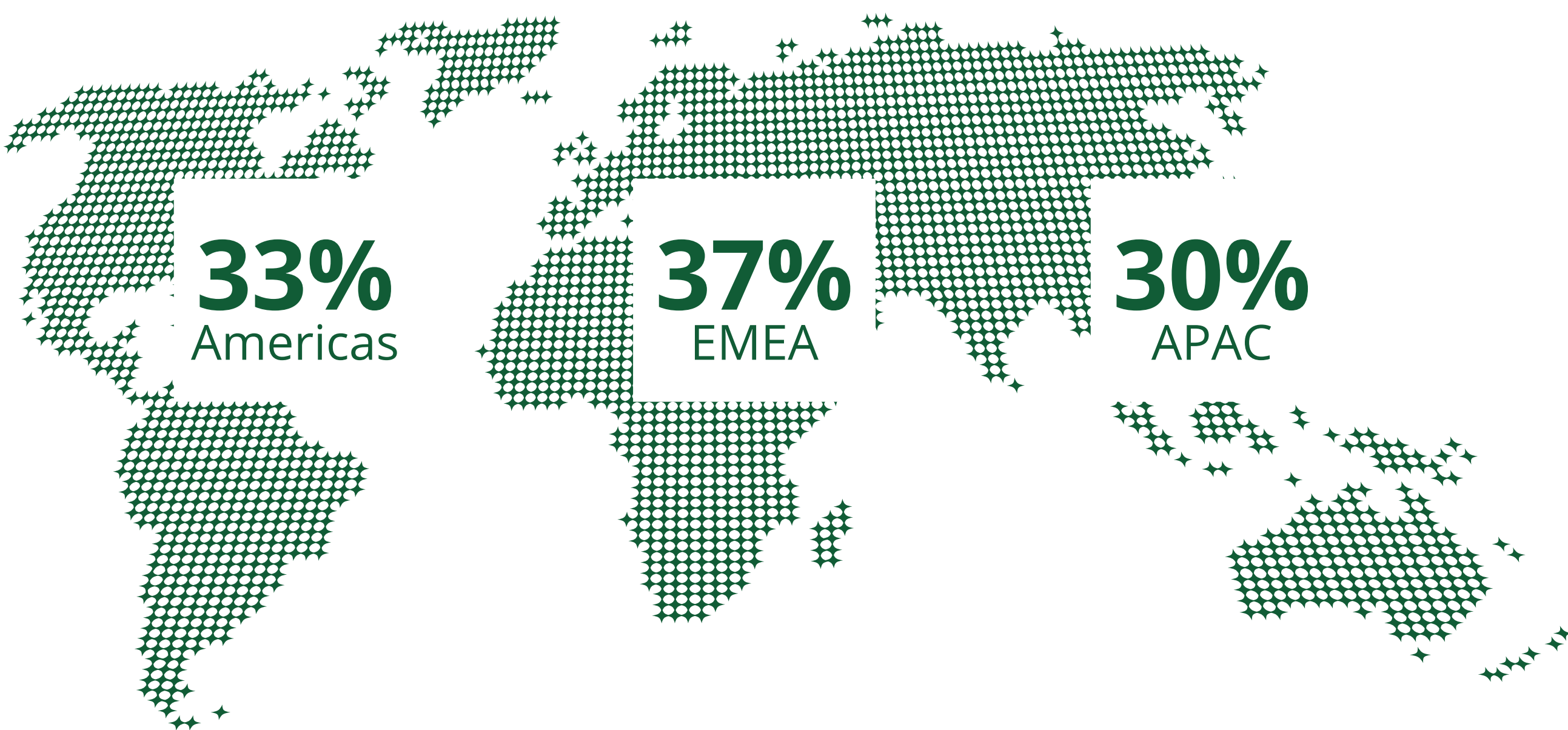


1,053,823 Average monthly page views



7,671,730 Total annual full text views

Audience location



Our offer



19 Journals covering hematology



1 Journal ranked in the top 10 of its 2023 JCR category*



10 Society partners

Key society partners

As the leading society publisher in academic and scholarly research, we have strong partnerships with a variety of well-established societies.



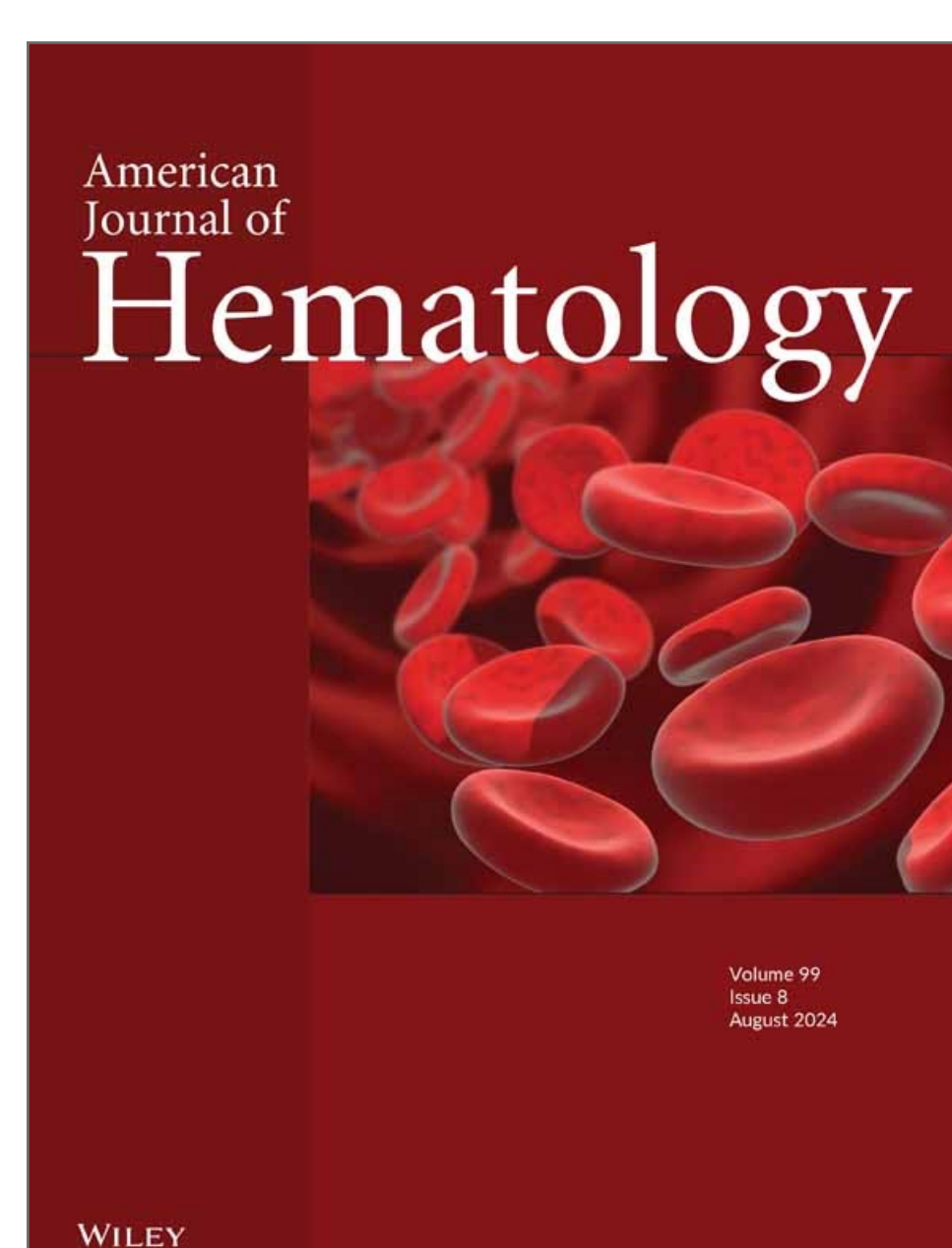
Contact your sales representative for a complete overview.

Our key journals



HCPs rate journals as their #1 most trusted source and consult them weekly to build their clinical knowledge. Advertisements are part of this education journey, especially when these link to scientific content or solve one of their problems.⁴

High Impact Factor & reach

**American Journal of Hematology**

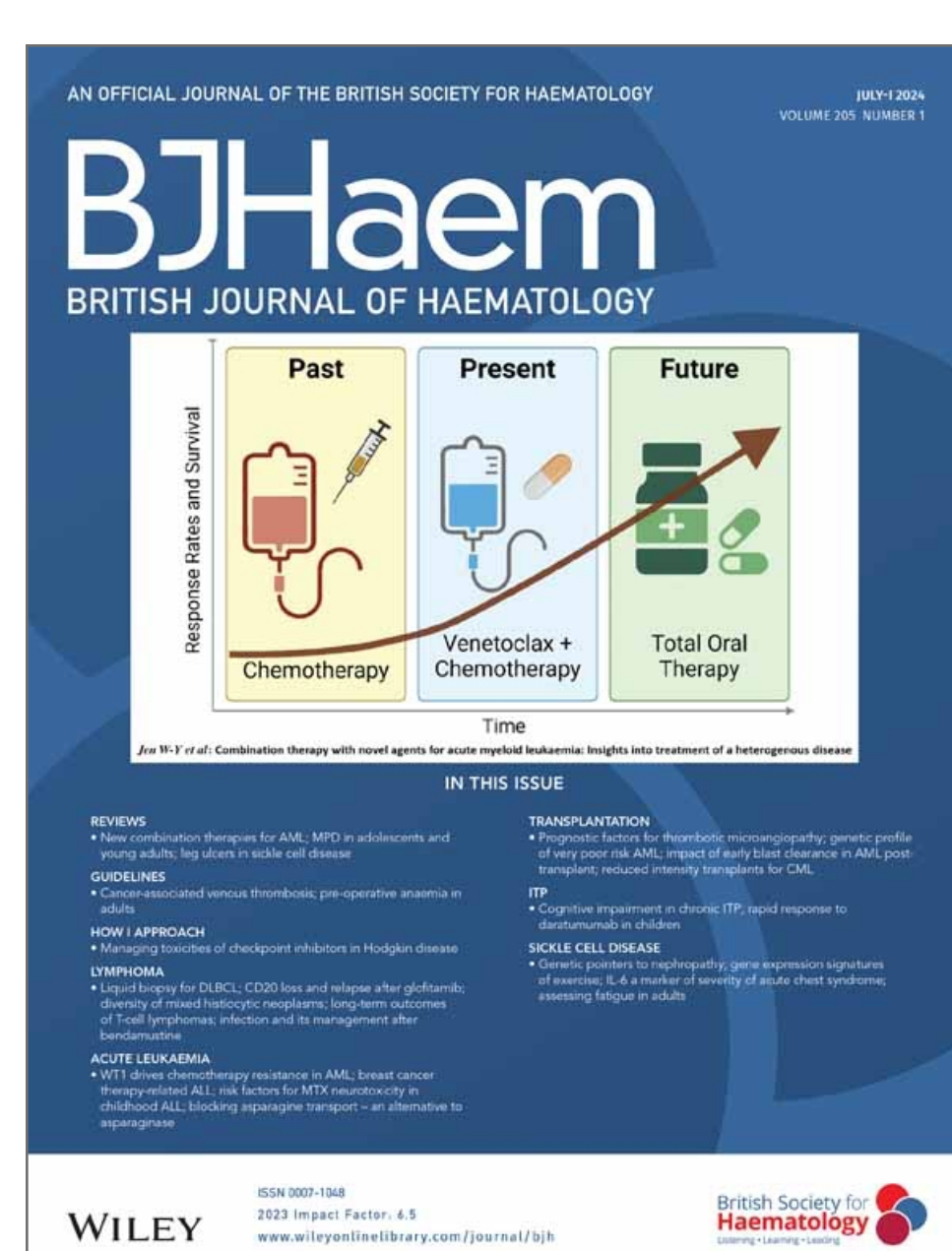
Annual unique visitors: **902,834**
Average monthly unique visitors: **75,015**
Annual page views: **2,197,531**
Average monthly page views: **182,590**
Total annual full text views: **1,662,406**
Circulation: **106**
2023 IF: **10.1**
2023 JCR ranking: **8/97 Hematology**

High reach & circulation

**Transfusion**

Annual unique visitors: **438,738**
Average monthly unique visitors: **36,454**
Annual page views: **1,450,169**
Average monthly page views: **120,493**
Total annual full text views: **586,614**
Circulation: **5,943**
2023 IF: **2.5**
2023 JCR ranking: **41/97 Hematology**

High Impact Factor, reach & circulation

**British Journal of Haematology**

Annual unique visitors: **1,337,489**
Average monthly unique visitors: **111,130**
Annual page views: **3,423,820**
Average monthly page views: **284,481**
Total annual full text views: **2,489,543**
Circulation: **24,187**
2023 IF: **5.1**
2023 JCR ranking: **17/97 Hematology**

High reach

**International Journal of Laboratory Hematology**

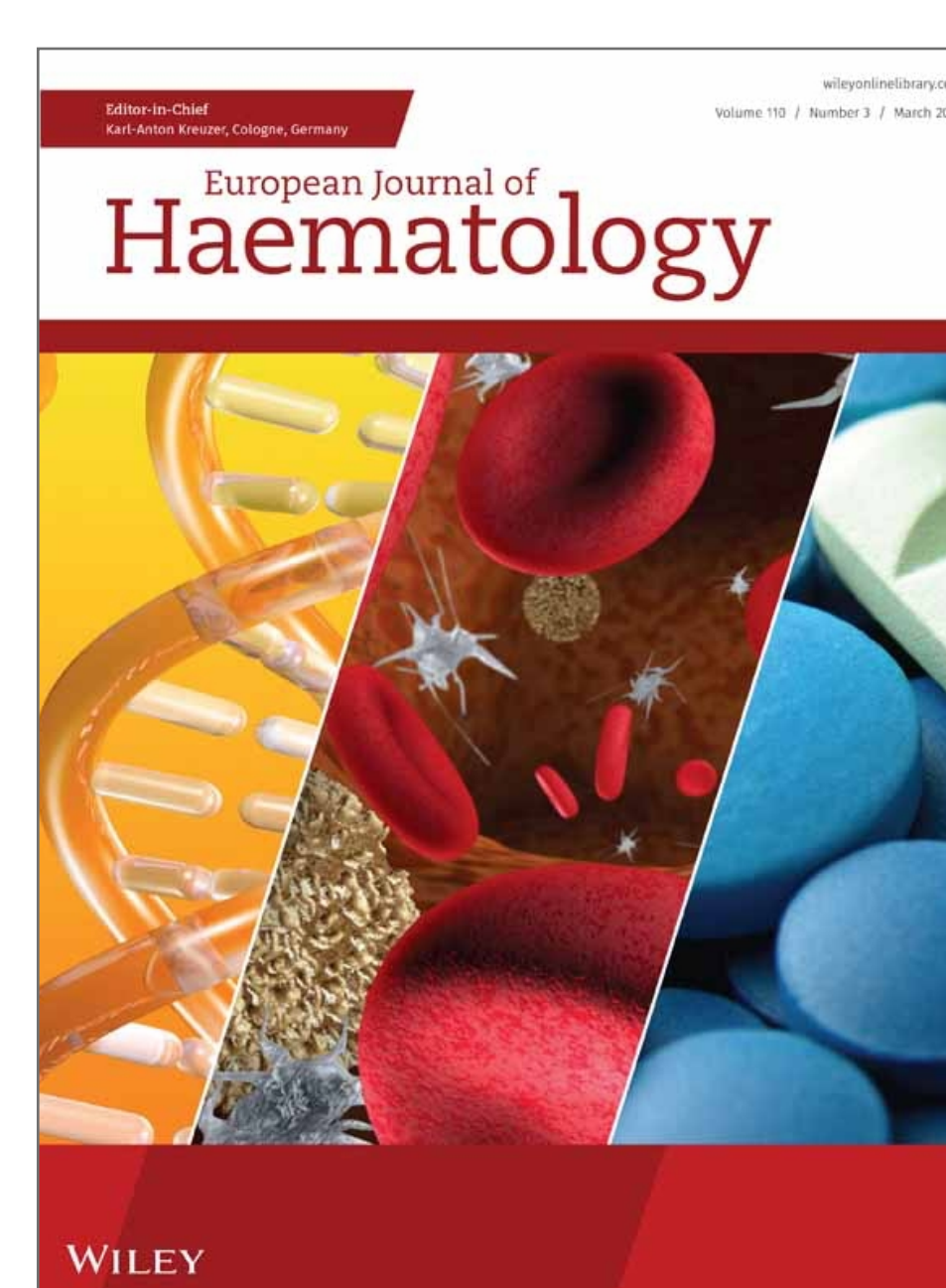
Annual unique visitors: **365,582**
Average monthly unique visitors: **30,375**
Annual page views: **870,976**
Average monthly page views: **72,368**
Total annual full text views: **506,585**
Circulation: **Available on request**
2023 IF: **2.2**
2023 JCR ranking: **53/97 Hematology**

High Impact Factor

**Hematological Oncology**

Annual unique visitors: **186,427**
Average monthly unique visitors: **15,490**
Annual page views: **547,054**
Average monthly page views: **45,454**
Total annual full text views: **345,847**
Circulation: **Available on request**
2023 IF: **3.3**
2023 JCR ranking: **30/97 Hematology**

High reach

**European Journal of Haematology**

Annual unique visitors: **294,600**
Average monthly unique visitors: **24,478**
Annual page views: **671,361**
Average monthly page views: **55,782**
Total annual full text views: **347,966**
Circulation: **Available on request**
2023 IF: **2.3**
2023 JCR ranking: **48/97 Hematology**

Contact your sales representative for a full overview of our audience reach and portfolio.

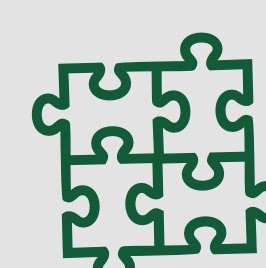
Advertise with us to gain brand awareness and credibility in an environment trusted by hematologists and the multidisciplinary team.

Contact us

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As the world's leading society publisher of scholarly and academic research, we offer solutions to strengthen your message. From promoting your brand to educating your audience, we have the right tools to meet your objectives.

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**1,900+** Journals**700+** Global society partners**277M+** Annual unique visitors on Wiley Online Library

References

1. Market Research Future, "Hematology Market Research Report".
2. Mordor Intelligence, "Hematology Market - Growth, Trends, and Forecast (2021 - 2025)".
3. World Health Organization, "Global Health and Aging".
4. Wiley HCP Information Seeking Behavior Survey 2024.
5. Wiley data from May 1, 2023, to April 30, 2024.

* Journal Citation Reports (JCR) is an annual report by Clarivate Analytics, ranking journals based on their Impact Factor (IF) relative to other titles in that category.

Impact Factor is the average number of citations to articles published in the past two years, indicating the most frequently cited journals and highest impact journals in a field.

Circulation based on total print circulation from 1 July 2023 to 30 June 2024.