

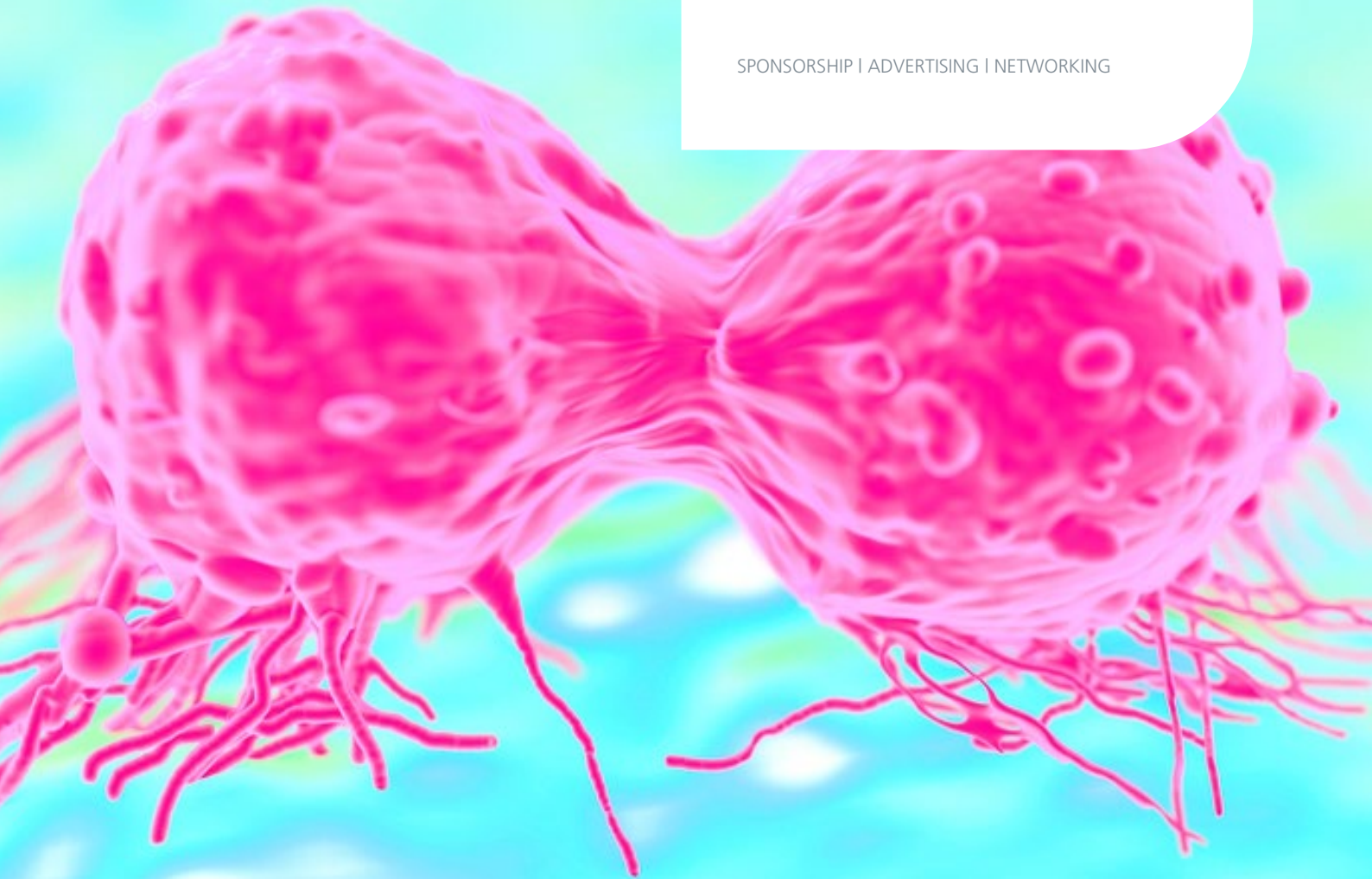


Oncology Central

MEDIA PACK

2016

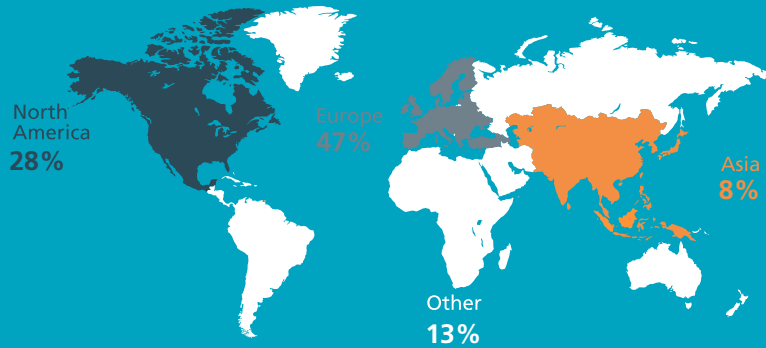
SPONSORSHIP | ADVERTISING | NETWORKING



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VISITOR PROFILE: GEOGRAPHIC LOCATION



“ *Oncology Central is a splendid idea and excellently presented. It is outstanding – please continue with this medial scientific approach.* ”

– Kurt S Zänker, Private Universität, Witten/Herdecke

VISITOR PROFILE: EMPLOYER



KEY STATS

3500

Unique visitors per month

5500

Weekly newsletter recipients

35

Expert Ambassadors who endorse it

Engage with decision-makers in a highly targeted environment



DRIVING QUALIFIED LEADS

Oncology Central generates genuine, validated leads for your sales team. The diagram below illustrates how our programs work and what results you can expect to see.

PROMOTION



ON-SITE ADVERTISING

leaderboard average of
400,000 impressions per month



WEEKLY NEWSLETTER

5500 registrants



SOCIAL CHANNELS

– TW, LI, FB, G+
1800 followers

PLUS materials for your
own channels

EXECUTION

WEBINAR

BESPOKE

RESULTS

Access to registrants' details
throughout campaign, full
leads list immediately after
campaign, then at 1 and 3
months post-event.

Host a resource behind a
registration barrier on our site
or direct site visitors to your
own site for lead capture.



SHOWCASING YOUR EXPERTISE

Oncology Central offers a variety of flexible opportunities to engage with key decision-makers involved in providing and improving cancer care. Whether it's educating your audience, thought leadership, lead generation or brand awareness you are after, our customer-centric approach allows us to create a bespoke campaign to meet your strategic marketing and communication objectives. You can reach out to your audience through the following channels:

WEBINARS

- Talk to your audience – produce an online presentation on a scientific topic of your choice
- Host your live event on the ON24 platform, with on-demand options available, ensuring flexibility for your broadcast
- Make use of a full list of attendees/new contacts before, during and after your event to maximize your company's exposure

EXPERT INTERVIEWS

- Stand out in the oncology field
- Give your customers an authentic reason to believe in your company or product
- Engage on multiple levels via text, audio or video

SPONSORED VIDEOS

- Have a prime location on Oncology Central
- Your video will also reach over 5500 oncologists via the newsletter

SPOTLIGHTS

Oncology Central Spotlights pull together content around a single aspect of oncology over a 3-month period.

- Drive readership and lead generation with focused activities
- Showcase your content and videos with monthly newsletters
- Learn more about your target audience via a specialist survey
- Raise your profile with a seat for your specialist on a panel discussion

Customized solutions to meet your objectives

SPONSORED ARTICLES

Interact with and inform oncologists through a range of educational tools; which will also feature in the Oncology Central newsletter:

WHITE PAPERS

- Provide an authoritative report that brings together the opinions and current thinking of leading stakeholders and recognized experts
- Promote solutions to solve issues in your field

CASE STUDIES

- Present patient cases to illustrate key issues to your audience

REPORTS

- Write a conference report that will resonate with your customers and enhance your reputation
- Present the latest findings relating to a product or therapeutic area

OPINIONS

- Share knowledge via material authored by one of your key opinion leaders
- Provide personal perspectives on scientific advances, therapeutic options and treatment strategies that will enhance your company's reputation

OTHER OPPORTUNITIES

PREMIUM COMPANY PROFILE

Include your logo, company bio and contact details, and we will automatically link related news and articles to your profile, so you can present a full picture of what is relevant to your company in one place.

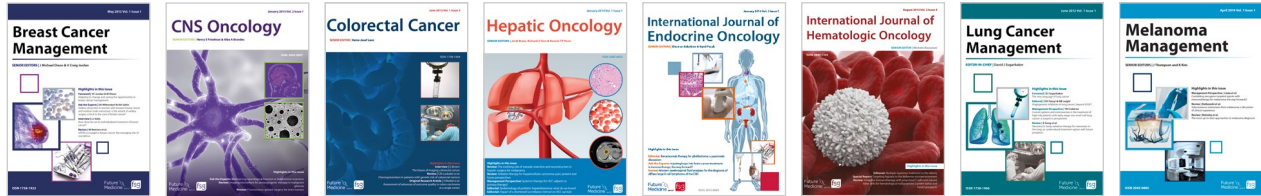
E-SHOTS & ADVERTISING

Drive traffic to your own materials through newsletter banner ads and solus email campaigns (sent by us on your behalf).

POSTER HOSTING

Host and highlight your poster in our weekly newsletter.

Free content from
Oncology Central



OUR JOURNALS

ONCOLOGY CENTRAL SERIES

These eight journals form our Oncology Central Series. All content is available free of charge to all members of Oncology Central.
www.oncology-central.com.



Breast Cancer Management

Frequency: 4 per year
Abstract views/month: 1070
Provides cutting-edge research and management perspectives on this widespread disease

CNS Oncology

MEDLINE-indexed
Frequency: 4 per year
Abstract views/month: 2364
Clinical and translational research on, and management

of, tumors of the central nervous system

Colorectal Cancer

Frequency: 4 per year
Abstract views/month: 915
Presents reviews, analysis and expert commentary on developments in this fast-moving field

Hepatic Oncology

Frequency: 4 per year
Abstract views/month: 362
Addresses all types of cancer of the liver, in both the adult and pediatric populations

International Journal of Endocrine Oncology

Frequency: 4 per year
Abstract views/month: 211
Specific focus on cancers of the endocrine system

International Journal of Hematologic Oncology

Frequency: 4 per year
Abstract views/month: 685
Discussion and analysis of emerging advancements in the management of blood cancers

Lung Cancer Management

Frequency: 4 per year
Abstract views/month: 972
Recent research findings and advances in clinical practice in lung cancer

Melanoma Management

Frequency: 4 per year
Abstract views/month: 225
Focuses on clinical aspects of treating a patient with melanoma

Additional FSG journal opportunities

FUTURE ONCOLOGY



Future Oncology
MEDLINE-Indexed
Impact Factor: 2.477
24 issues per year

Client opportunities include:

- Additional banner advertising placements
- Symposia, conference reports and special issues
- Article reprints
- Sponsored access
- Sponsored subscriptions
- Institutional subscriptions

All our journals accept unsolicited research and review articles, subject to independent peer-review and final decision by the Editor. Publication options include fast-track, ahead of print and open access. If you wish to discuss your publication needs, please contact Joanne Walker at j.walker@futuremedicine.com. All submissions are subject to the standards laid out by GPP3, COPE and ICMJE.

Editorial Calendar

	Spotlight (quarterly) focus	Monthly Focus	Sponsorship opportunities
Jan		<ul style="list-style-type: none"> • 2015 in oncology • Cervical cancer 	Deadline Nov 2015
Feb		<ul style="list-style-type: none"> • Cancer prevention • Rare cancers 	Deadline Dec 2015
Mar		<ul style="list-style-type: none"> • Colorectal cancer • Renal cancer • Women in cancer to mark International Women's Day 	Deadline Jan 2016
Apr		<ul style="list-style-type: none"> • Head and neck cancer Awareness Month • Pediatric oncology • Cancer – the global perspective to mark World Health Day 	Deadline Feb 2016 Spotlight Deadline: Feb 2016
May	Circulating tumor cells	<ul style="list-style-type: none"> • Brain tumors • Oncofertility 	Deadline Mar 2016
Jun		<ul style="list-style-type: none"> • Cancer immunotherapy • 3rd anniversary of Oncology Central • Conference – coverage of 2016 ASCO Meeting 	Deadline Apr 2016
Jul		<ul style="list-style-type: none"> • Sarcomas 	Deadline May 2016 Spotlight Deadline: May 2016
Aug	Cancer stem cells	<ul style="list-style-type: none"> • Repurposing drugs in oncology 	Deadline Jun 2016
Sep		<ul style="list-style-type: none"> • Cancer of unknown primary • Hematologic oncology • Prostate cancer 	Deadline Jun 2016
Oct		<ul style="list-style-type: none"> • Breast cancer • Psycho-Oncology • Conference – coverage of 2016 ESMO Congress 	Deadline Jul 2016 Spotlight Deadline: July 2016
Nov	Cancer and the immune system	<ul style="list-style-type: none"> • Pancreatic cancer • Lung cancer 	Deadline Aug 2016
Dec		<ul style="list-style-type: none"> • Nutraceuticals • HIV- & AIDs-related cancer 	Deadline Sep 2016

Rate Card

Option	Description	Rate (USD)
Webinar	Live or pre-recorded web-based presentation on a scientific topic of your choice. All marketing and leads are sourced by Oncology Central and you will also get the video file for your own marketing use.	Starting from \$8250
Expert Interview	Text, audio or video interview with your expert hosted on Oncology Central and featured in newsletter. Surcharge of \$1500 applies for reuse.	Text: \$1750 Audio: \$2250 Video: \$3975
Premium Profile	Detailed company profile linked to news, articles and listings.	\$1250 per year
Sponsored Video	Hosted on Oncology Central and featured in newsletter.	\$1500
E-shot	Exclusive email to our list of over 25,000 contacts.	\$4500
Banner Advertising	Leaderboard on Oncology Central and newsletter. Oncology Central homepage MPU.	\$1950 per month \$1275 per month
Poster Hosting	Full poster can be made available on Oncology Central or we can direct people to your site for download, also advertised in newsletters.	1: \$500 2-5: \$1000 6+: \$1750
Sponsored Articles	Hosted on Oncology Central and featured in newsletter.	\$1500
Spotlight	Multiple activity over 3 months on a specific aspect of oncology(limited spaces)	Full sponsorship: \$11,500 Co-sponsorship: \$6500

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