

**2021**



Published by

# PRINT



**Belgian Oncology & Hematology News (BOhN)** is the pre-eminent magazine covering oncological and hematological scientific news. It focuses on oncologists, hematologists and other specialists that are active in the domain in Belgium and the Grand Duchy of Luxembourg. BOhN primarily **aims at important, international congresses with a focus on the Belgian virtual post-congresses**. We offer readers a broad view of the most recent information within clinical oncology and hematology. The articles are exact on a scientific level, pleasant to read, and commented on by the most prominent Belgian and international 'key opinion leaders'. Special attention is paid to Belgian oncological research, evolutions within R&D, the academic world and the pharmaceutical industry.

## KEY FACTS

- **Target audience:**

oncologists, hematologists and other specialists active in the domain in Belgium and Luxembourg

## PRINT

- **Circulation:** 4500 copies
- **Appearance:** 5 x per year



## **BELGIANONCOLOGYANDHEMATOLOGYNEWS.BE**

The website ([belgianoncologyandhematologynews.be](http://belgianoncologyandhematologynews.be)) is entirely dedicated to scientific and professional news within clinical oncology and hematology. Readers get real-time information about all the important occurrences in their domain: the publication of new studies, recent approvals, press releases, commentaries, etc. Subjects mentioned in the electronic newsletter Belgian Oncology & Hematology News (BOhN) are elaborated on the website. The electronic version of the paper magazine can also be consulted online.

## **NEWSLETTER**

The electronic newsletter Belgian Oncology & Hematology News (BOhN) offers a summary of the most important scientific, medical-oncological news from international literature every two weeks. More than 3000 readers use BOhN to keep track of the scientific and professional news in their domain.

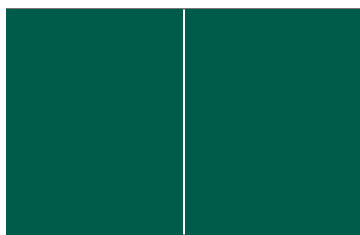
## **MEDISCOOP**

Mediscoop is an electronic newsletter that only contains your communication and is sent to your chosen target audience. This can be a formal announcement, a commercial message, a new reimbursement, a product that was withdrawn from the market or is no longer in stock, etc. You decide on the mailing date and time.

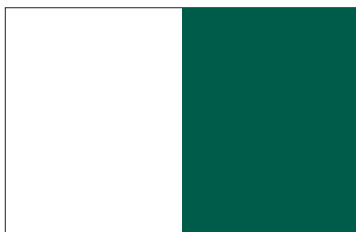
## **ePDFS**

A detailed written report of each virtual meeting can be created, which is proofread and approved by the speakers and KOLs that attended the meeting. This report is converted into a beautifully illustrated digital magazine module or ePDF, which also includes space for your advertisement. The ePDF is sent out to all our readers via the eBOhN or to a chosen target group via a separate mailing.

# PRINT FORMATS



**2 x 1 page panoramic**  
H 297 mm x W 420 mm



**1/1 page**  
H 297 mm x W 210 mm



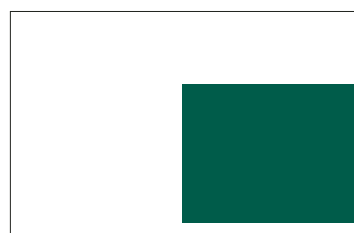
**1/2 page vertical**  
H 257 mm x W 88 mm



**1/2 page horizontal**  
H 127 mm x W 180 mm



**1/3 page horizontal**  
H 83 mm x W 180 mm



**2/3 page horizontal**  
H 170 mm x W 180 mm



**1/4 page pavé**  
H 127 mm x W 88 mm



**pavé inside pages**  
H 80 mm x W 80 mm

**Technical info:**  
[www.roularta.be/en/advertise/technical-info](http://www.roularta.be/en/advertise/technical-info)

**Material:**  
[frontoffice.rhc@roularta.be](mailto:frontoffice.rhc@roularta.be)

## PREFERRED PLACE



**1/1 Surcover**  
H 297 mm x W 420 mm



**2/3 Surcover**  
H 198 mm x W 420 mm



**1/2 Surcover**  
H 148,5 mm x W 420 mm



**Pavé cover**  
H 60 mm x W 60 mm

**Covers**  
2, 3 & 4

## NEWSLETTER + WEBSITE

**Leaderboard (e-news)**  
728 px x 90 px



**Combi-BAN1**  
970 px x 250 px



**Combi-BAN2**  
960 px x 150 px



**Combi-BAN3**  
840 px x 150 px



**Combi-BAN4**  
728 px x 90 px



**Medium rectangle (e-news)**  
300 px x 250 px



**Combi - MEDRECT**  
300 px x 250 px



**Combi - HALFP**  
300 px x 600 px



**Skyscraper (e-news)**  
120 px x 600 px



**Combi - SKY**  
120 px x 600 px



**Half medium rectangle (e-news)**  
300 px x 125 px

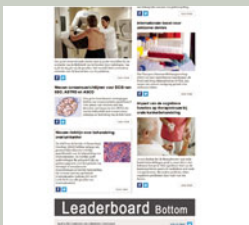


**Combi - HALFMEDRECT**  
300 px x 125 px



## ONLY NEWSLETTER

**Leaderboard bottom**  
728 px x 90 px



## ONLY WEBSITE

**Floor ad**  
970 px x 90 px



Month	Publication date	CONGRESS	Reservation	Deadline material
FEBRUARY	01/03	San Antonio Breast Cancer Symposium: 08/12 - 11/12/2020 ASCO Gastrointestinal Cancers Symposium: 15/01 - 17/01/2021 36th General Annual Meeting of the Belgian Hematology Society 2021: 29/01 - 30/01/2021 World Conference on Lung Cancer: 28/01 - 31/01/2021 23rd Annual BSMO meeting 2021: 06/02/2021 Own virtual meetings	11/02	15/02
APRIL	26/04	ASCO Genitourinary Cancers Symposium: 11/02 - 13/02/2021 17th St. Gallen International Breast Cancer Conference 2021: 17/03 - 20/03/2021 European Lung Cancer Congress: 24/03 - 27/03/2021 Own virtual meetings	08/04	12/04
JULY	19/07	ESMO Breast Cancer 2021: 10/05 - 12/05/2021 ASCO Annual Meeting: 04/06 - 08/06/2021 EHA Congress 2021: 10/06 - 13/06/2021 International conference on Malignant Lymphoma (ICML) Lugano: 15/06 - 19/06/2021 Own virtual meetings	01/07	05/07
OKTOBER	25/10	ESMO World Congress on Gastrointestinal Cancer: 30/06 - 03/07/2021 European Congress on Head and Neck Oncology: 30/06 - 03/07/2021 Annual EAU Congress: 09/07 - 12/07/2021 ESMO Congress 2021: 19/09 - 21/09/2021 Own virtual meetings	07/10	11/10
DECEMBER	27/12	ASH Annual Meeting: December 2021 ESMO Immuno-Oncology Virtual Congress: 9/12 - 12/12/2021 Own virtual meetings	09/12	13/12

Subject to changes.

## eBohN

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
14/01	11/02	11/03	08/04	06/05	03/06	01/07	26/08	09/09	07/10	04/11	02/12
28/01	25/02	25/03	22/04	20/05	17/06			23/09	21/10	18/11	16/12

Subject to changes.

## CONGRESSES

Belgian Oncology & Hematology News follows for you Belgian and foreign congresses so that we can meet your communication needs: conference reports, interviews, live videos, content... The possibilities are endless. We would be delighted to propose a custom-made solution for you. Prices on request.



## CONTACT

Sigi Van Cleemput  
Project & Communication Advisor  
M +32 495 28 02 05  
sigi.van.cleemput@droularta.be