



STAT

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STAT | Reporting from the frontiers
of health and medicine

STAT and STAT Plus

Founded in 2015, **STAT** is a national publication that delivers fast, deep, and tough-minded journalism about life sciences and the fast-moving business of making medicines.

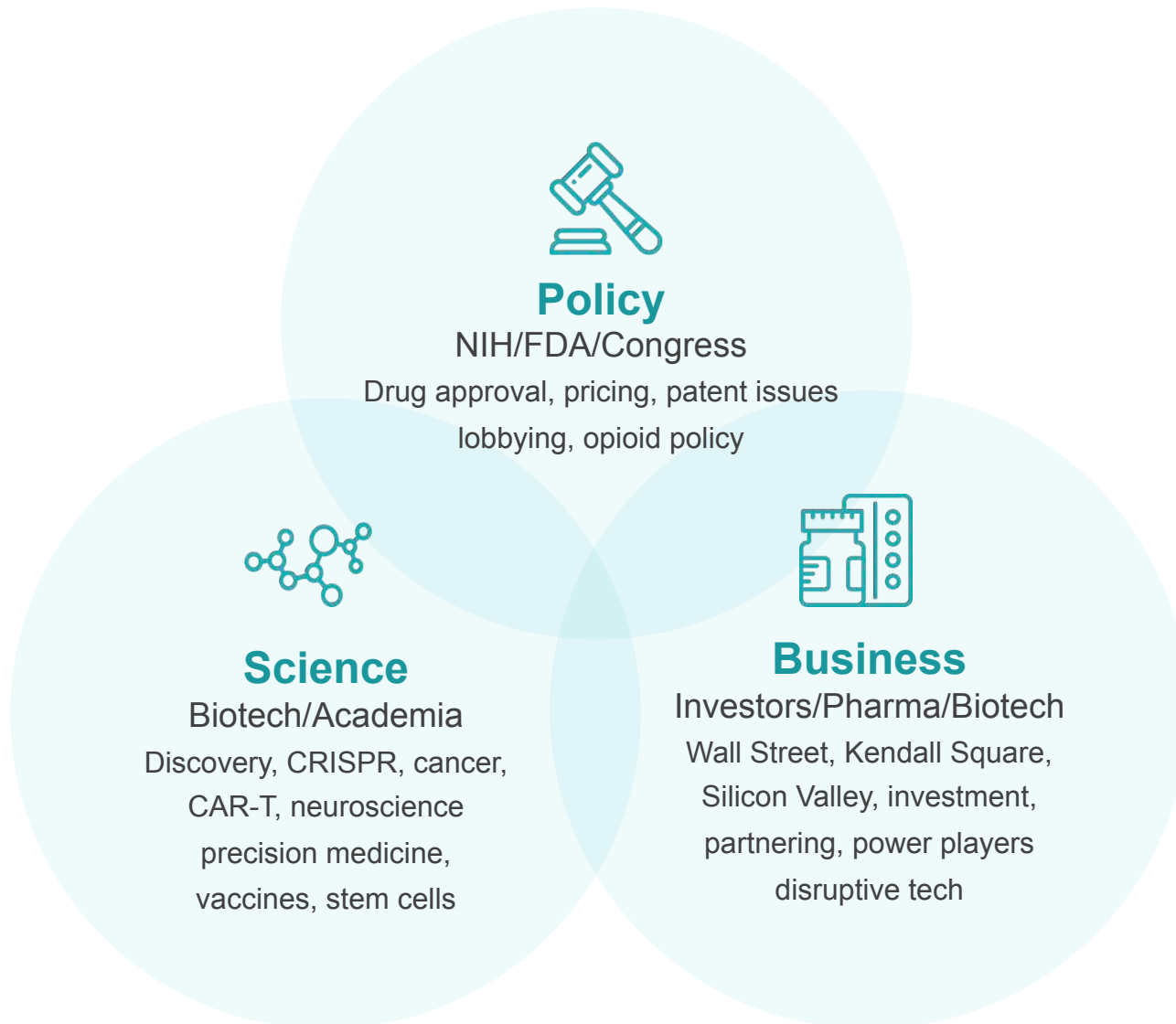
STAT Plus delivers daily, market-moving insight and analysis of the biotech, pharma and life sciences industries. We focus on exclusive, deeper dives into breaking news, and includes educated perspectives and POVs from an editorial staff with decades of experience in the industry.

Our coverage is national

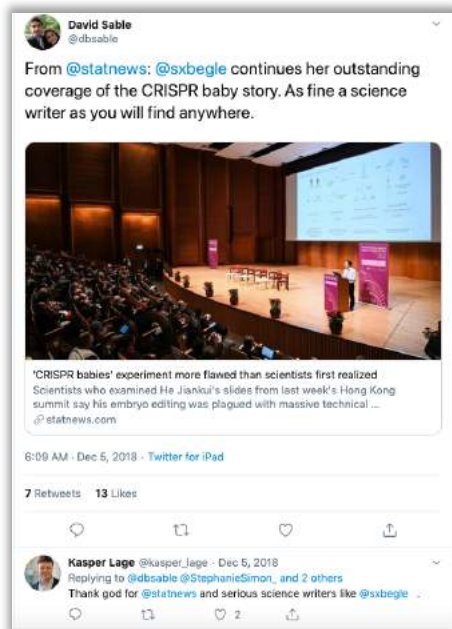
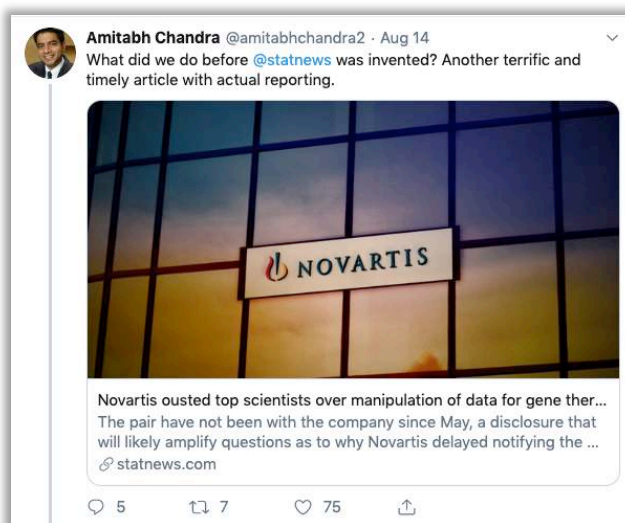
We monitor everything from tech disruption in Silicon Valley, to CDC breaking news in Atlanta, to policy developments in Washington D.C., and biopharma news on Wall Street.



The 3 editorial pillars of STAT



People are talking about STAT



Why STAT is a must



For readers

The continued industry growth has had an enormous impact for companies, investors, academia and policy makers.

Leaders and influencers need:

- Fast, deep, and original reporting
- Critical eye, insider view
- Trusted, insightful analysis and insights

For marketers

Choices are endless, but effective choices are not. STAT provides:

- Influential audience
 - Decision makers
 - Decision influencers
- Impactful environment
- Comprehensive marketing programs

An expert team of journalists

We've curated an award-winning team of journalists with decades of experience



Biopharma

ED SILVERMAN

Pharma

ADAM FEUERSTEIN

Wall Street

DAMIAN GARDE

Biotech, The Readout Newsletter

MATT HERPER

Medical Innovation

KATE SHERIDAN

Boston Biotech, Startups

MEGHANA KESHAVAN

SoCal Biotech



Policy

NICHOLAS FLORKO

FDA, Congress, Lobbying

LEV FACHER

NIH

SHRADDHA CHAKRADHAR

Morning Rounds Newsletter



Health Tech

CASEY ROSS

Disruption, Health Tech

REBECCA ROBBINS

Silicon Valley

ERIN BRODWIN

Silicon Valley, Health Tech



Science

HELEN BRANSWELL

Infectious Disease &
Public Health

ERIC BOODMAN

Profiles & Features

SHARON BEGLEY

Biomedical Science

ANDREW JOSEPH

Stem Cell Research &
Regenerative Medicine

MEGAN THIELKING

Mental Health & Drugs

LIZ COONEY

Biomedical Research & Heart Disease

Engaging our readers across every platform: Through digital content



WEB



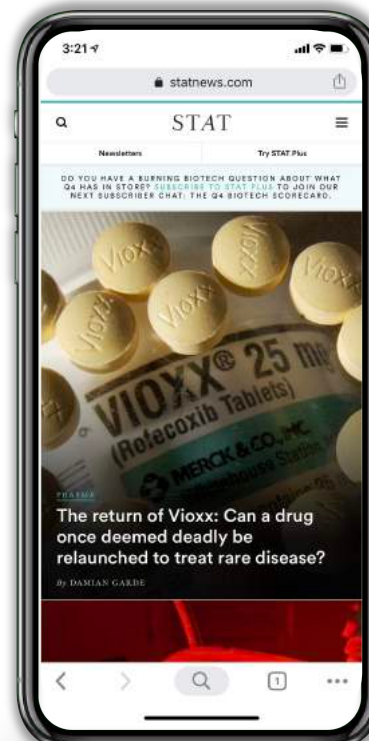
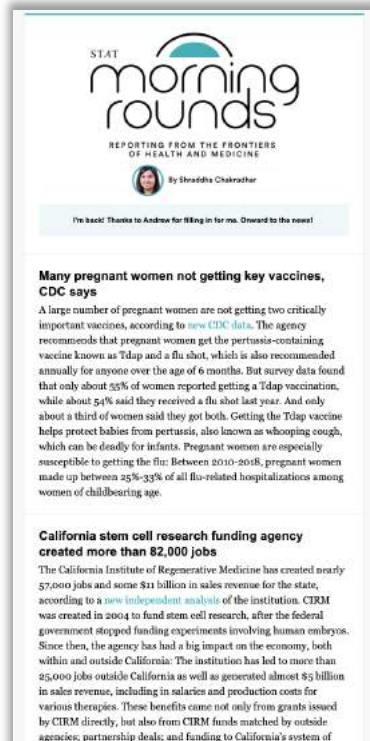
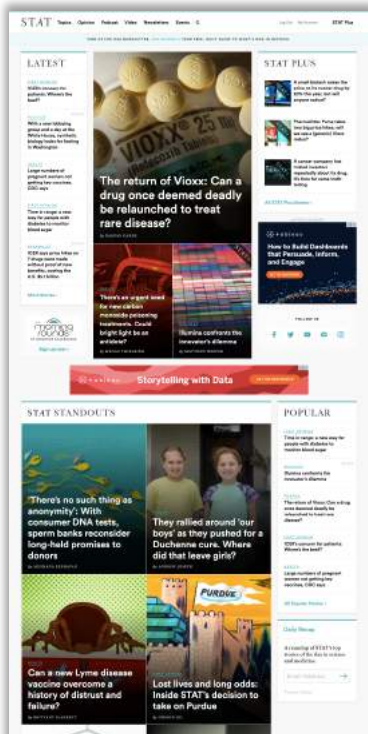
EMAIL



MOBILE



REPORTS



Engaging our readers across every platform: Through our signature programs



STAT MADNESS

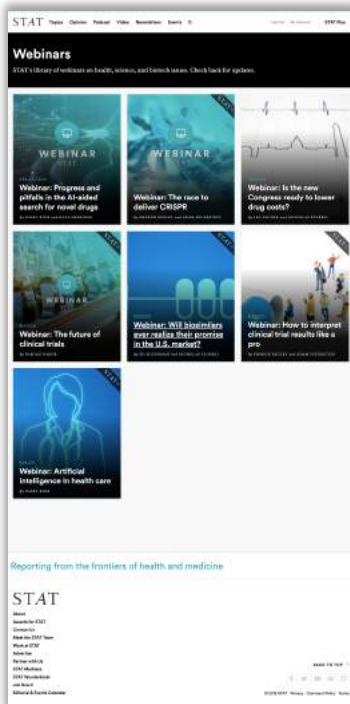


STAT WUNDERKINDS

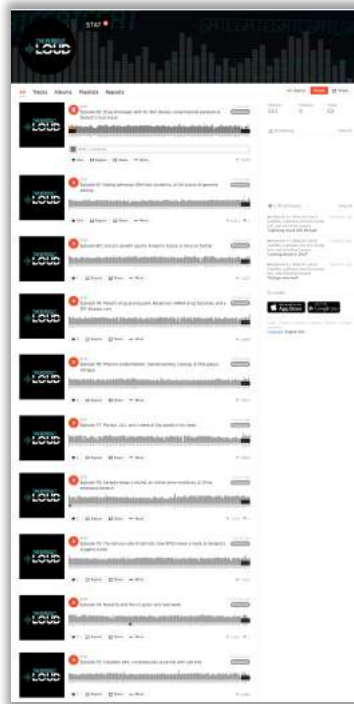
Engaging our readers across every platform: In digital conversations



WEBINARS



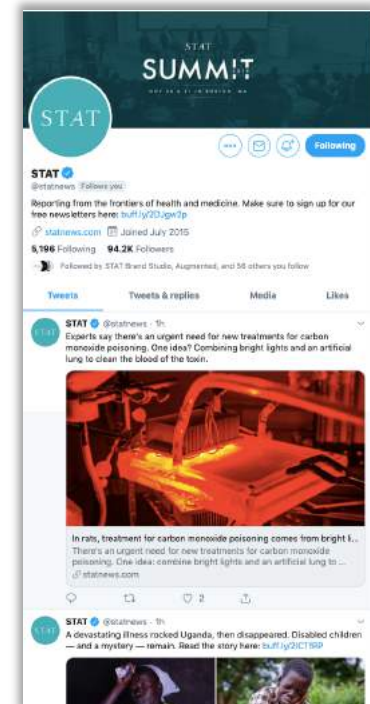
PODCAST



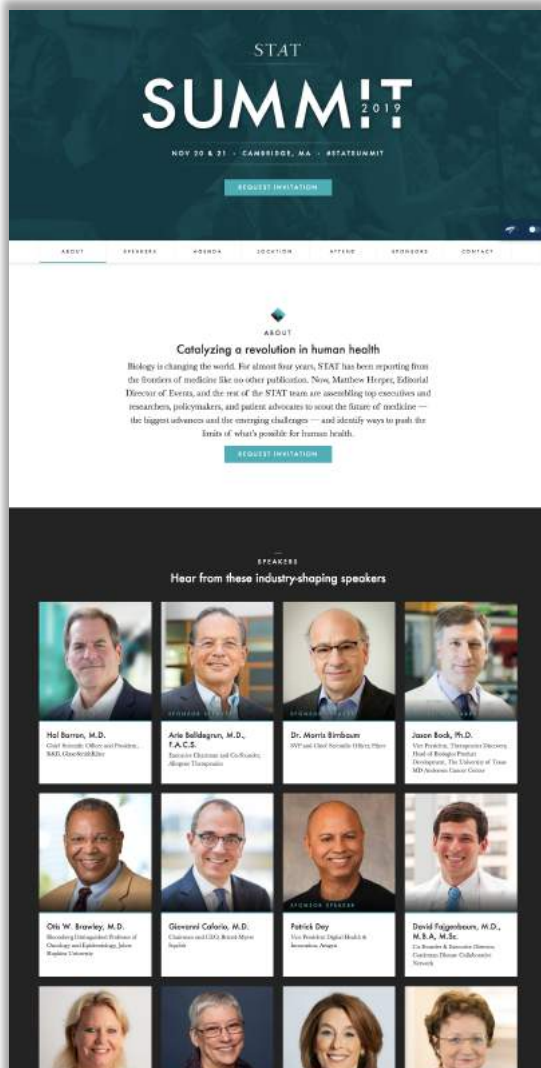
CHATS &
CONFERENCE CALLS



SOCIAL



Engaging our readers across every platform: In person



LIVE EVENTS



2020 Editorial & Events Calendar

Month	Features & Live Chats	Editorial Program	Webinar	Event Coverage	Plus Event	Pop-up Email
JANUARY	Biotech Scorecard	STAT Madness applications close		JPM CES Davos	STAT @ JPM (San Francisco)	The Readout @ JPM CES in 30
FEBRUARY			AI in health care			
MARCH		STAT Madness		HIMSS ACC AACR	New gene therapies (Washington, D.C.)	HIMSS in 30 ACC in 30
APRIL	Biotech Scorecard	STAT Wunderkinds nominations open	Introduction to precision medicine for patients	AACR Milken Global Health	New York or Boston	
MAY				ASCO	Half Day Summit – Health Tech (San Francisco)	ASCO in 30
JUNE	ASCO chat	STAT Wunderkinds nominations close	Targeted cancer drugs	ASCO BIO	Past and future of biotech (BIO - San Diego)	ASCO in 30 BIO in 30
JULY	Biotech Scorecard			2020 Democratic convention		
AUGUST						
SEPTEMBER	Back to school for biotech		Policy/FDA	ESMO	New York or Boston	
OCTOBER	Biotech scorecard Nobel prizes	STAT Wunderkinds		ASHG AHA SFN	The STAT Summit (Boston)	ASHG in 30 SFN in 30
NOVEMBER				2020 election AHA		AHA in 30
DECEMBER	Three to watch series			ASH	Biotech Lookahead (New York City)	ASH in 30

THE STAT AUDIENCE

The STAT Audience

Overall

27%

PHARMA, BIOTECH,
MED DEVICE, TECH

21%

HEALTHCARE
PROVIDER

16%

ACADEMIA
(RESEARCH, TEACHING)

12%

SERVICE PROVIDERS
(CONSULTANT, LEGAL,
ADV/MKTG)

9%

NON-PROFIT,
ADVOCACY

6%

MEDIA

5%

FINANCIAL SERVICES

4%

GOVERNMENT

STAT Plus

38%

PHARMA, BIOTECH,
MED DEVICE, TECH

7%

HEALTHCARE
PROVIDER

13%

ACADEMIA
(RESEARCH, TEACHING)

15%

SERVICE PROVIDERS
(CONSULTANT, LEGAL,
ADV/MKTG)

6%

NON-PROFIT, ADVOCACY

4%

MEDIA

11%

FINANCIAL SERVICES

2%

GOVERNMENT

Site Visitors

Overall



1.6M

MONTHLY UNIQUES



2.8M

MONTHLY
PAGEVIEWS



142K

UNIQUE EMAIL
NEWSLETTER SUBS



1.82

PAGEVIEWS PER MONTH
PER VISITOR

TOP 5 STATES

1. California (12%)
2. New York/New Jersey (9%)
3. D.C./Maryland (8%)
4. Texas (5%)
5. Massachusetts (4%)

TOP 5 COUNTRIES

1. United States (82%)
2. United Kingdom (3%)
3. Canada (3%)
4. India (1.2%)
5. Australia (1.3%)

STAT Plus



7.2K

MONTHLY UNIQUES



397K

MONTHLY
PAGEVIEWS



9.5K

UNIQUE EMAIL
NEWSLETTER SUBS



29

PAGEVIEWS PER MONTH
PER VISITOR

TOP 5 STATES

1. New York/New Jersey (30%)
2. Massachusetts (20%)
3. California (18%)
4. D.C./Maryland (18%)
5. Illinois (6%)

TOP 5 COUNTRIES

1. United States (90%)
2. United Kingdom (3%)
3. Canada (2%)
4. Switzerland (1%)
5. Germany (1%)

Thousands of STAT Plus subscribers

From the world's leading biopharma companies to the federal agencies shaping health care policy

The logo for Shire, featuring a stylized blue 'S' followed by the word 'Shire' in a bold, blue, sans-serif font.The logo for Novartis, featuring a stylized orange and red flame-like symbol followed by the word 'NOVARTIS' in a blue, sans-serif font.The logo for Amgen, featuring the word 'AMGEN' in a bold, blue, sans-serif font.The logo for Vertex, featuring a purple triangle above the word 'VERTEX' in a bold, purple, sans-serif font.The logo for AstraZeneca, featuring the word 'AstraZeneca' in a blue, sans-serif font followed by a yellow DNA helix icon.The logo for Pfizer, featuring the word 'Pfizer' in a white, italicized, sans-serif font inside a blue oval.The logo for Mylan, featuring a blue and white icon of three vertical bars followed by the word 'Mylan' in a bold, black, sans-serif font.The logo for the National Institutes of Health (NIH), featuring a grey and blue icon of a building followed by the text 'NIH' and 'National Institutes of Health'.The logo for Takeda, featuring a red and white icon of a stylized 'T' followed by the word 'Takeda' in a red, italicized, sans-serif font.The logo for CSL Behring, featuring the words 'CSL Behring' in a bold, red, sans-serif font followed by the tagline 'Biotherapies for Life™' in a smaller, grey, sans-serif font.The logo for Bristol-Myers Squibb, featuring a blue and white geometric icon followed by the text 'Bristol-Myers Squibb' in a blue, sans-serif font.The logo for Biogen, featuring a blue and green geometric icon followed by the word 'Biogen' in a blue, sans-serif font.The logo for the Bill & Melinda Gates Foundation, featuring the text 'BILL & MELINDA GATES foundation' in a black, sans-serif font.The logo for the Broad Institute, featuring a blue and white geometric icon followed by the text 'BROAD INSTITUTE' in a bold, black, sans-serif font.The logo for Flagship Pioneering, featuring a blue and yellow geometric icon followed by the text 'Flagship Pioneering' in a bold, black, sans-serif font.The logo for the FDA, featuring the letters 'FDA' in a bold, black, sans-serif font.The logo for Novo Nordisk, featuring a blue and white icon of a cow followed by the text 'novo nordisk' in a blue, sans-serif font.The logo for GSK, featuring a red and orange oval shape with the letters 'gsk' in a white, sans-serif font.The logo for Sangamo Therapeutics, featuring the word 'Sangamo' in a bold, blue, sans-serif font followed by the word 'THERAPEUTICS' in a smaller, blue, sans-serif font.The logo for Sage Therapeutics, featuring a blue and orange geometric icon followed by the text 'Sage Therapeutics™' in a blue, sans-serif font.The logo for Allogene Therapeutics, featuring a blue and white geometric icon followed by the text 'Allogene THERAPEUTICS' in a blue, sans-serif font.The logo for Merck, featuring a green and white geometric icon followed by the word 'MERCK' in a bold, black, sans-serif font.The logo for Boehringer Ingelheim, featuring a blue and white geometric icon followed by the text 'Boehringer Ingelheim' in a blue, sans-serif font.The logo for Regeneron, featuring the word 'REGENERON' in a bold, blue, sans-serif font.



ENGAGING WITH OUR READERS

Engagement Strategies & Tactics

STAT is a must for marketers. STAT provides an audience of decision makers and influencers, an impactful environment, and comprehensive marketing programs.



Awareness / Inbound Traffic

- Banner ads
- Native ads
- Takeovers
- Newsletters
- Podcast sponsorships
- Sponsored social posts
- Signature programs



Thought Leadership

- Native article
- Landing pages
- Custom content
- Custom videos



Lead Generation

- Webinars
- eBook sponsorship
- White paper/report



Customer Engagement

- STAT Summit
- STAT Plus events
- JPM program
- Conference coverage

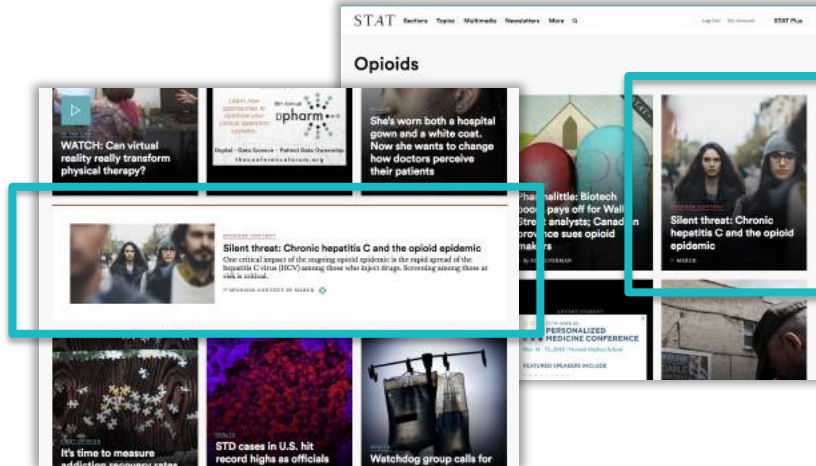


STRATEGY: AWARENESS

Strategy: Awareness



Banner Ads & Takeovers



Native ads



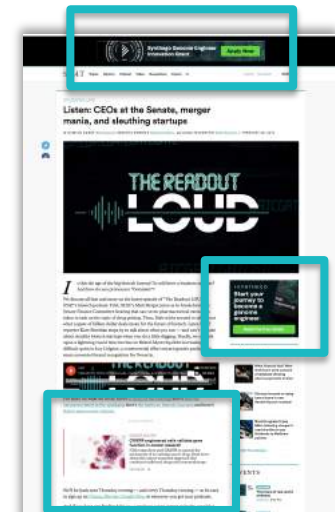
Newsletters



Sponsored Social Posts



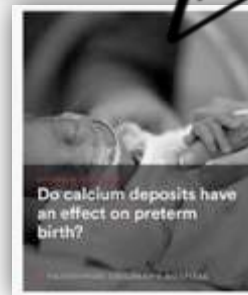
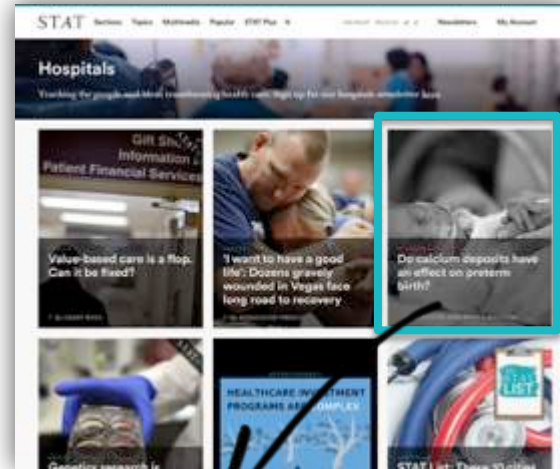
Signature Programs



Podcast Sponsorship

Native Units

- A **native article** looks and feels exactly like a STAT editorial article, allowing users to interact with the branded content the way they interact with STAT editorial. All native articles contain a “sponsored content” byline.
- A **native card** is a box unit designed to mimic an editorial article card that lives within the editorial flow of the site. The card drives readers to the sponsored article page on statnews.com.
- The **native recirculation units** are text-based units that mimic our editorial re-circulation text within our “Most Popular”, “Trending”, and “The Latest” widgets. The recirculation units also drive readers to the article page.
- The **native breaker** is a high impact unit that creates a gentle break within the editorial content stream. The breaker can drive readers to a native article or an external property (i.e., brand site or company blog).
- A **dedicated sponsor page** aggregates a brand’s native articles in one place on statnews.com, allowing our audience to easily access it on a regular basis.



NATIVE CARD



NATIVE BREAKER



NATIVE ARTICLE



NATIVE RECIRCULATION UNITS



Strategic Targeting

STAT can reach a specific audience through the following targeting opportunities:

GEOGRAPHY

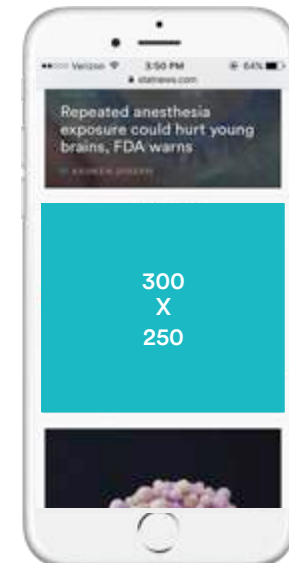
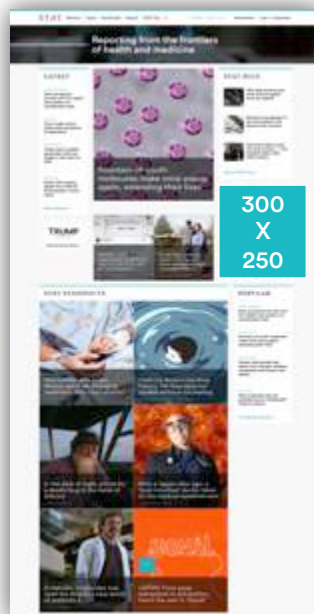
- City
- DMA
- State
- County

AUDIENCE

- Demo
- Industry
- Occupation
- Education

CONTEXT

- Section
- Keyword
- Writer



STAT Newsletters



Delivered Weekday Mornings

Your daily dose of news in health and medicine

74,000+ SUBSCRIBERS



Delivered Weekday Afternoons

A roundup of STAT's top stories of the day in science and medicine

44,000+ SUBSCRIBERS



Delivered Monday & Thursday Afternoons

An insider's guide to the politics and policies of health care

18,000+ SUBSCRIBERS



Delivered Weekday Mornings

A guide to what's new in biotech

32,000+ SUBSCRIBERS



Delivered Weekday Afternoons

Taking stock of the drug industry, from the lab to the medicine chest

18,000+ SUBSCRIBERS



Delivered Tuesday Mornings

A weekly look at the latest in cancer research, treatment, and patient care

20,000+ SUBSCRIBERS



Delivered Wednesday Mornings

Your weekly guide to how tech is transforming health care and the life sciences.

9,000+ SUBSCRIBERS



Delivered Thursday Mornings

A weekly digest of STAT's coverage of life sciences in the Boston area.

4,000+ SUBSCRIBERS



Delivered Wednesday Mornings

News about West Coast life sciences, health care, and biotech

6,000+ SUBSCRIBERS



Delivered Saturday Mornings

Our picks for great weekend reads

30,000+ SUBSCRIBERS



Delivered Sunday Mornings

Perspective and commentary from experts around the world, curated by Patrick Skerrett

14,000+ SUBSCRIBERS



Delivered Monthly

Events, updates, and promotions from STAT and our partners

2,500+ SUBSCRIBERS



Delivered Thursday Afternoons

A weekly biotech podcast featuring STAT reporters Damian Garde, Rebecca Robbins, and Adam Feuerstein.

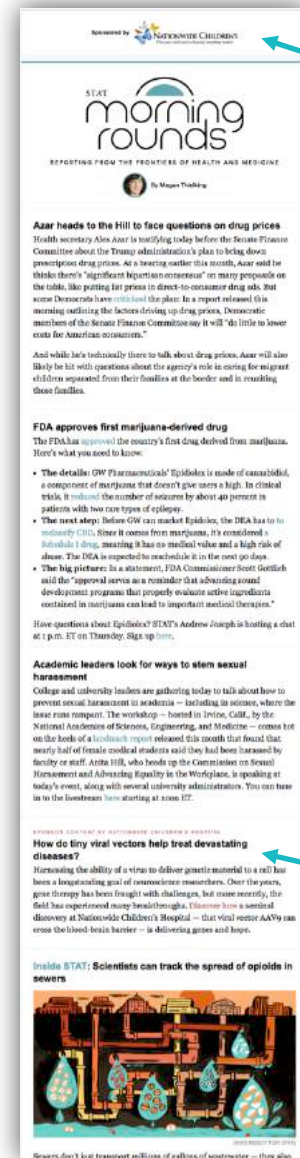
2,900+ SUBSCRIBERS

Native Newsletter Sponsorship

Your brand is the exclusive advertiser of the newsletter issue (100% SOV).

The native unit is a text box with link(s) that mimics the user experience and flow of the editorial content.

Your message is delivered in an uncluttered landscape alongside authoritative, engaging content.



SPONSOR LOGO

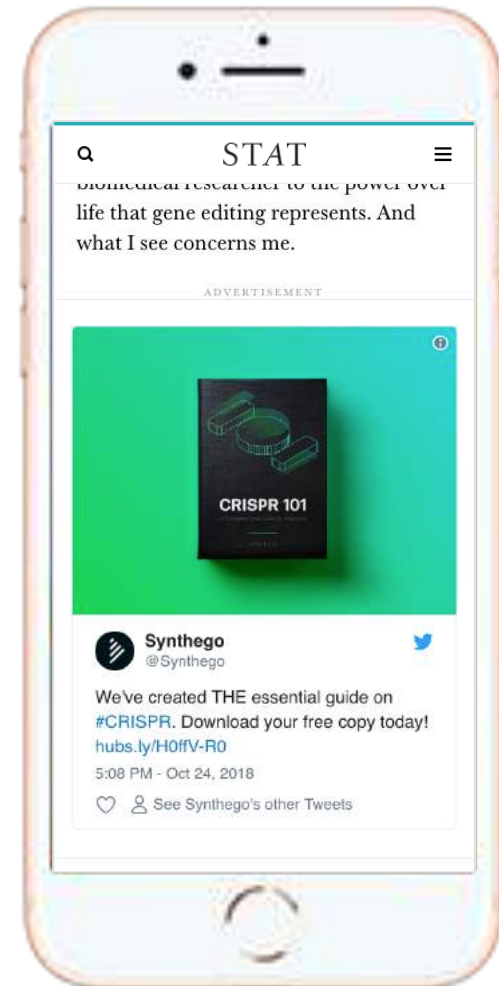
NATIVE TEXT UNIT

Social Display Unit

STAT recently launched a new mobile unit that will run your brand's organic social posts from Facebook, Instagram, and Twitter as display ads on www.statnews.com.

SOCIAL DISPLAY UNIT

- This new unit will take existing posts from your brand's social platforms (your brand to choose which ones) and embed them within STAT's mobile site
- The unit can be targeted the same way that STAT targets our other ad units: content, keyword, audience, etc.
- STAT will provide reporting on the unit, including impressions, engagement, and click-through rate
- The unit will run on mobile to engage with users the way they typically engage with social content – on their phones
- Advantages of this unit:
 - Higher engagement rates (compared to display units)
 - Ability to target (compared to organic social posts)
 - No additional content creation or approvals necessary



EXAMPLE UNIT

The Readout LOUD Podcast

STAT engages with our dedicated biotech readership across the audio platform through our Readout LOUD weekly podcast. Your brand has the opportunity to exclusively sponsor the podcast for one month.

PODCAST DETAILS:

- This weekly, interview-style podcast brings our beloved biotech coverage to life
- It takes a look at the week's topical news as well as dives deeper into the analysis, back stories, and research behind STAT's published stories – adding value to those stories that readers can't find elsewhere
- Our biotech team hosts the podcast, frequently interviewing other STAT journalists along with interesting and important personalities across the biotech and pharma worlds, as well

FREQUENCY & PROMOTION:

- Published 1x week, every Thursday evening
- Promoted by STAT's biotech newsletter, The Readout (34,000+ subs), and the Readout LOUD alerts newsletter (3,000+ subs)
- Promoted on statnews.com every week
- Estimated weekly audience (per episode): 10,000+

SPONSORSHIP OPPORTUNITY:

- 15 seconds of audio pre-roll (read on air by STAT)
- 100% SOV of surrounding ad units on podcast article pages
- 100% SOV on podcast landing page
- 100% SOV of corresponding biotech newsletters, The Readout and The Readout LOUD
- Robust native media package – rotating throughout statnews.com for the entire month



NATIVE SPONSORSHIP OPPORTUNITY:

- Option for STAT to record a sponsored audio spot that incorporates someone from your brand
 - The STAT sponsored content representative will ask the brand representative one question on air
 - This question would be supplied by the client (but consulted on by STAT)
 - Spot is ~:45 seconds in length
 - Minimum buy: 3 consecutive months of the full sponsorship, includes 3 native recordings

STAT Madness

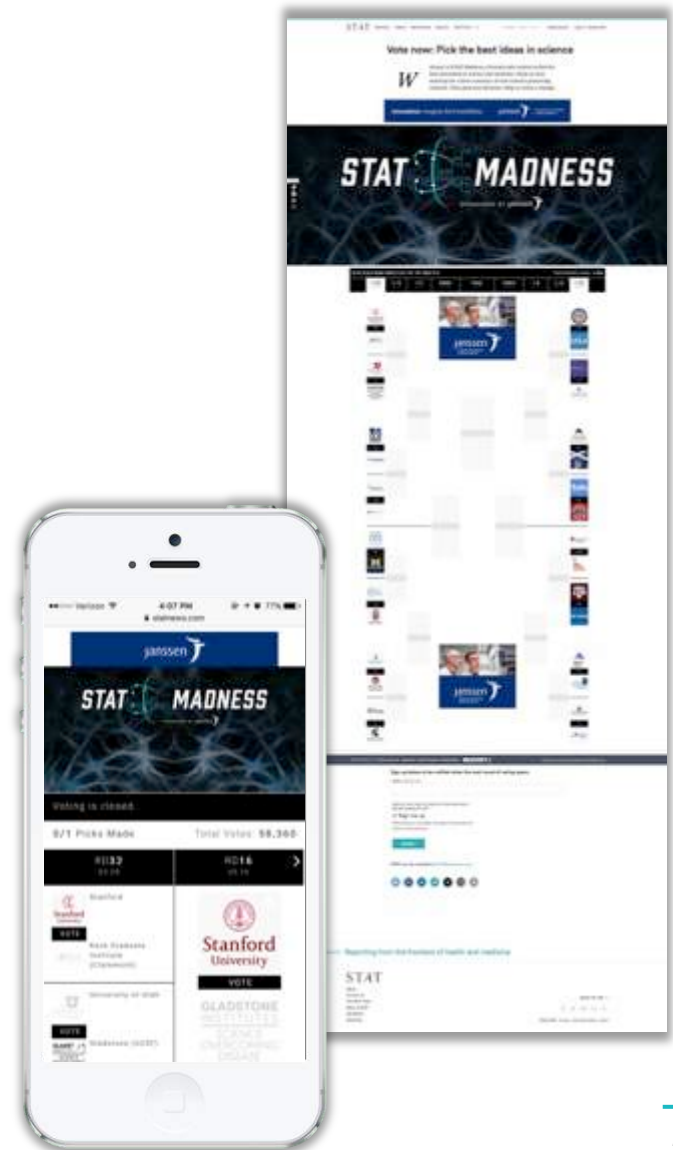
Every spring, madness captivates the nation as people tune in to watch university basketball teams attempt to become the next champion.

STAT has built upon that university-driven enthusiasm with STAT Madness: a lively, crowd-sourced competition that focuses specifically on academic excellence, highlighting the nation's finest research institutions – some with basketball programs, many without.

STAT Madness unearths the best new ideas in science and medicine, celebrating both the great science and the school spirit coming out of the nation's top universities and research institutions.

STAT MADNESS 2019 BY THE NUMBERS:

- 167 applications
- 64 participating 'teams'
- 53 institutions
- 313,870 votes
- 199,778 pageviews
- 37MM social impressions
- 1 STAT Madness Champion: Michigan Medicine
- 1 STAT Madness Editors' Pick: The Whitehead Institute
- 1 Exclusive Sponsor: Strongbridge Biopharma



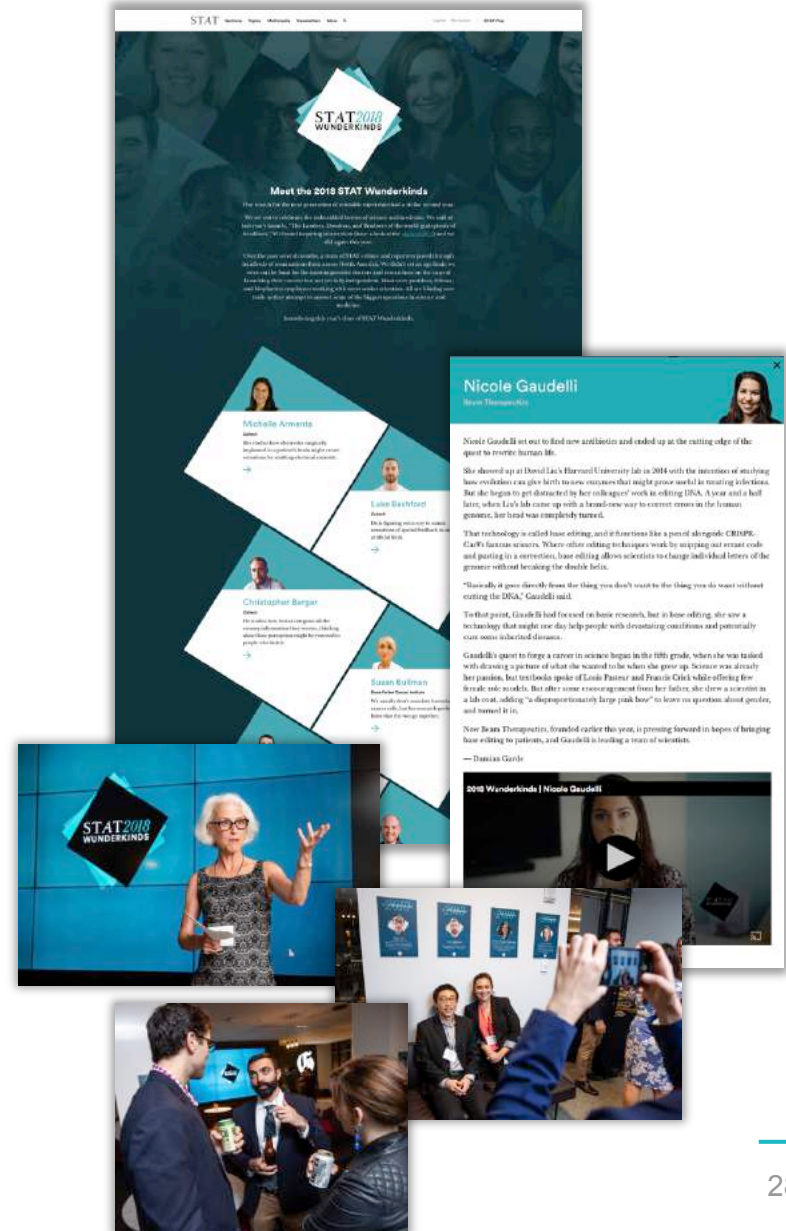
STAT Wunderkinds

We all know the Landers, Doudnas, and Bradners of the world, but what about all of the promising post-docs toiling in labs across biotech and academia with little fanfare?

We want to hear their stories, and that's why each year, STAT scours North America for the next generation of scientists – the people who are hiding behind the benches in labs and in the wings at hospitals till the wee hours of the night.

2018 PROGRAM HIGHLIGHTS

- STAT awarded 30 Wunderkinds from 192 nominations
- Honorees were from 27 institutions in 13 states/territories
- STAT invited all honorees (+ a guest) to a cocktail reception at STAT headquarters in Boston
- Honorees received a keepsake award and complimentary access to the HUBweek Change Maker Conference
- STAT profiled all the Wunderkinds on an interactive landing page, including three custom videos
 - This page received 15,994 pageviews
- The Boston Globe included the profiles of the Boston-based Wunderkinds in the printed business section on Oct 15
- Promotion for the 2018 STAT Wunderkinds included:
 - Email sent to the entire STAT database
 - Native newsletter & breaker units
 - Display ads
 - Social media – Facebook & Twitter – via @statnews





STRATEGY: THOUGHT LEADERSHIP

Strategy: Thought Leadership

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Six things you might not know about biotech medicines

SPONSOR CONTENT BY pfizer

1 2 3 4 5 6

Biotechnology medicines, particularly biologics, have grown to be important treatment options for patients with cancer, blood disorders, rheumatoid arthritis, cardiovascular disease, and many other illnesses. But this wasn't always the case. A number of pivotal innovations paved the way for early biotech medicines—and today additional innovations continue to emerge out of R&D labs and from the highly sensitive manufacturing environments where these medicines are made.

This is the first in a series of articles sponsored by Amgen that explore the exciting, complex and ever-evolving world of biotechnology.

Seeds for modern biotech sown in early 20th century

1 The term biotechnology dates back to 1919. Hungarian agricultural engineer Karl Ereky used it to describe the merging of biology and technology. Some 50 years later, scientists used bacterial genes to perform the first successful recombinant DNA experiment. The field of biotechnology has since blossomed, producing a host of sophisticated medicines, medical devices, diagnostics, biomaterials, and more.

Harnesses the complexity of Mother Nature

2 Traditional small molecule pills—think Aspirin—are a far cry from large molecule biologic medicines. Biologics, such as vaccines and monoclonal antibodies, are similar or identical to the complex proteins that exist in nature. They are 200 to 1000 times the size of small molecules. Whereas small molecule drugs are less complex and can be reproduced quite easily by chemists in a lab, biologics can't be reproduced as easily.

Made from living cells

3 Large molecule biologics are made using host cells by inserting a gene that produces a desired protein into its DNA. When activated, the gene produces the desired protein. The protein, which ends up being the medicine, is then extracted from host cells and purified for use.

Helpful hamster

4 When scientists were first trying to grow cells in culture, they found a great source of them in the ovary of a Chinese hamster. These types of cells grew quickly and could create a number of proteins. The cell line was frozen and became one of the most important components in making biologics.

Beer and biotech

5 After the cell line is modified to contain the gene that makes the desired protein, cells are grown in a fermenter using a process that is similar to beer fermentation. Initially, there are sometimes only as many cells as can fit in a petri dish or flask. The cells soon multiply to fill bioreactors. "Fermenter" tanks that can sometimes hold as much as 20,000 liters of cells and growth media.

Pill vs. shot

6 Different types of investigational medicines are explored by medical scientists based largely on what is believed will achieve a desired effect.

STAT+ Catch up on the latest must-read coverage and analysis [READ NOW](#)

STAT PLUS

- A small biotech raises the price on its cancer drug by \$50 this year, but will anyone notice?
- KIDP says price hikes on 7 drugs were made without proof of new benefits, costing the U.S. \$5.1 billion
- Pharmalife's Denimacris candidate eye research in sight to lower drug prices, reveal disparities about H&H funding

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EVENTS

- Rock Health Summit Nov. 25, 2019
- BIO Investor Forum 2019 Nov. 10, 2019
- HLTH BSW Nov. 17, 2019

See More Events >

Native article

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Many small steps: 'diversity outbred mice' open new pathways for researching human diseases

SPONSOR CONTENT BY JAX The Jackson Laboratory

Many small steps: 'diversity outbred mice' open new pathways for researching human diseases

CAMBRIDGE, Mass. — A recent event in Technology Square featured researchers from The Jackson Laboratory, a leader in translational science since its founding in Bar Harbor, Maine, in 1900. The presentation focused on work with new combinations of genetically diverse mice and human genomic profiles, which could reveal novel pathways for treating complex diseases.

Simply put, The Jackson Laboratory has greatly improved genetic diversity among mouse models. These new models yield data that translates to clinical trials in humans to a greater degree than researchers previously thought possible.

"It's not that the mouse as a species was wrong," said Catherine Karzazowski, PhD, associate professor, Brain Family Chair in Alzheimer's research, in explaining the limitations of earlier mouse models. "The problem was the selection of one and only one genetic background, which ended up being the worst one to pick, essentially. But the only way you know that is by doing complex genetics."

The implications are significant. For example, using "diversity outbred mice" to study disease could lead to the development of more effective and targeted therapies for cancer.

It could also create novel pathways for approaching Alzheimer's disease. The goal, said Karzazowski, "is not to identify things that put you at risk for Alzheimer's disease, but how you can engage Alzheimer's disease, even when you're faced with all of the challenges that should translate into developing cognitive symptoms."

Expanding the search

The key to understanding Alzheimer's disease lies in untangling the complex relationship between amyloid beta protein (which can be a precursor to tau development and Alzheimer's onset) in the brain and the development of tau proteins associated with the disease.

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WATCH: What is gene therapy?

SPONSOR CONTENT BY aristobio

What is gene therapy?

Gene therapy. Since its introduction, the promise and potential of gene therapy has intrigued doctors and researchers the world over. So, what exactly is it—and why is the scientific world so excited by it?

Simply put, gene therapy is a way to treat disease at the genetic level. And, as it continues to mature, gene therapy may actually change medicine and the way we approach the treatment of diseases in the future. Watch the video to learn more.

STAT+ Catch up on the latest must-read coverage and analysis [READ NOW](#)

STAT PLUS

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- Pharmalife's Denimacris candidate eye research in sight to lower drug prices, reveal disparities about H&H funding

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EVENTS

- Rock Health Summit Nov. 25, 2019

Custom videos

STAT Topics Opinion Podcast Video Newsletters Events Q Log Out My Account STAT Plus

Johnson & Johnson INNOVATION

With a renewed global focus on mental health, a solution is in sight

Three ways the world must tackle mental health

Celebrating transformational innovators

Meet the singing 'detective' who's helping to advance autism research

Four digital innovations that could help revolutionize your health

From an Ebola vaccine to surgical robotics — how women at J&J are changing healthcare

Sponsor landing pages

Custom Content Development

Calling upon our readers' trust in the STAT editorial voice, our custom content development team, STAT Brand Studio, can create content tailored to your brand's needs. STAT has developed thought leadership pieces, videos, listicles, patient stories, Q&As, and more.



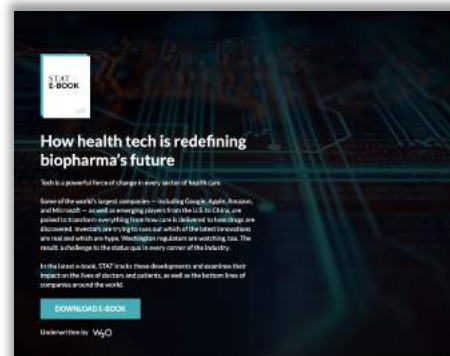


STRATEGY: LEAD GENERATION

Strategy: Lead Generation



Webinars



Please enter your information below.

All fields are required.

First Name*

Last Name*

Industry*

Other

Company*

Job Title/Role*

Other

Email Address*

Do you manage a budget in your current role?

☐ Yes

☐ No

When you think back more about WJO's insights, products and offers

☐ Yes, please

☐ No, thank you.

CONTINUE

About the sponsor

WJO is the leading independent publisher of analysis, news, and

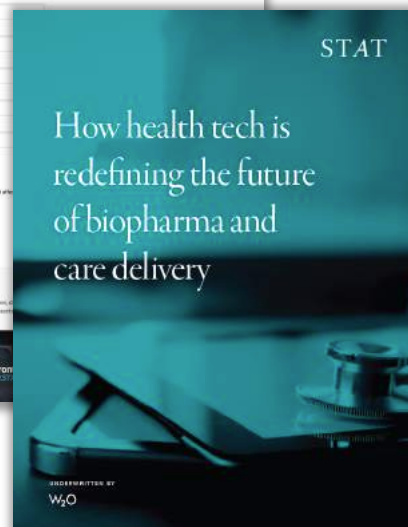
reporting on the pharmaceutical industry and its future.

Reporting from the front

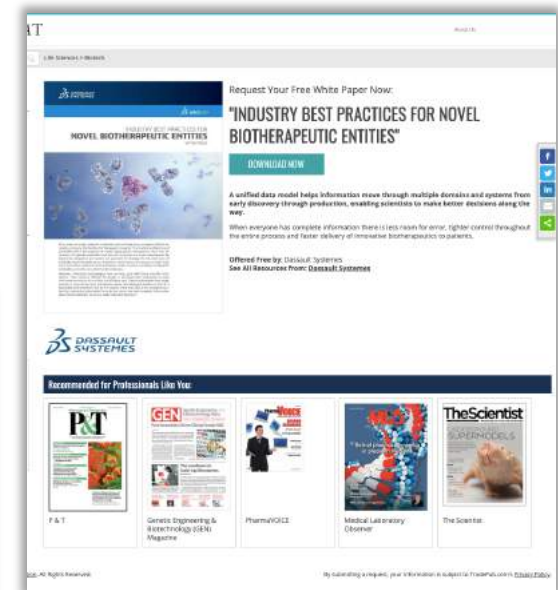
STAT

UNDERWRITTEN BY

WJO



eBooks



Report/White papers

eBook Sponsorships

Each month, our editors curate an eBook highlighting some of their favorite stories from across STAT and STAT Plus. Each eBook looks to bring to life an industry topic we think our readers may enjoy.

Previous eBook topics include: immunotherapy, precision medicine, biotech start ups, health tech, drug pricing, etc.

E-BOOK SPONSORSHIP

- STAT to work with sponsor to share eBook topics
- Content for eBook will be curated by STAT editorial team
- Sponsorship will include:
 - Sponsored by byline and brand logo
 - Opportunity to incorporate your brand's sponsored content within the e-book
 - Opportunity to request fields for gated questionnaire (for e-book download)
- **STAT will provide all opt-in leads captured by the report gate to your brand at the end of the campaign**
- Your brand will have final approval over the page before it goes live



EXAMPLE E-BOOKS

Webinar Sponsorships

Your brand has the opportunity to be the exclusive sponsor of a STAT editorial webinar, directly connecting with STAT's audience of engaged readers within the industry.

WEBINAR SPONSORSHIP

- The STAT editorial team will drive the content and create all webinar materials
- A STAT journalist will moderate the webinar discussion and present the materials
- Exclusive sponsorship includes:
 - Logo inclusion on all promotion and on the first and last slides of the webinar presentation
 - Short sponsor remarks at the beginning of the webinar read by your brand's representative
 - Opportunity to link to PDF for download during opening remarks
 - Opportunity to ask one poll question during the webinar (question must be approved by editorial)
 - Inclusion of one slide with up to 3 bullet points and an image that conveys a message from your brand (STAT to design slide)
 - Access to attendee opt-in emails
 - Opportunity to include sponsor message in STAT's official thank you email
 - 100% SOV of media surrounding webinar recap on STAT

PAST WEBINAR HIGHLIGHTS

- 2,000+ registrants (open to all STAT readers)
- Average time in session: 54 minutes (out of 60 minutes)
- 56% response rate on polls
- 68 questions asked



PAST WEBINAR ON STAT

Potential 2020 Webinar Topics

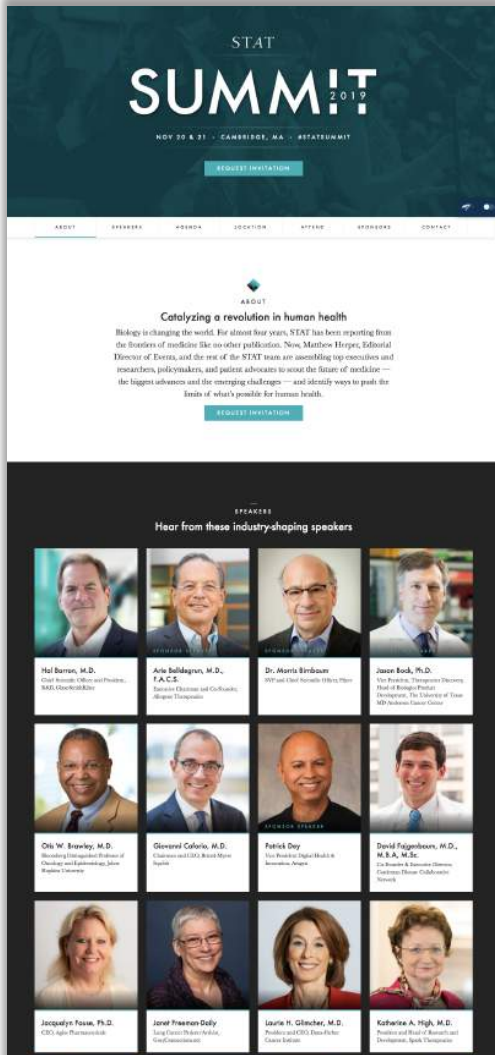
- An introduction to **precision medicine for patients** — the opportunities, risks, and costs
- **Antibiotic resistance**: The growing threat and the efforts underway to meet it
- What are the **big tech giants** (Google, Amazon, Apple, Facebook) working on in biotech and health care?
- How are **vaccines** developed, from yearly flu to emerging threats
- **CRISPR**, for non-scientists
- The business of **gene-sequencing**: Players, trends, and technology
- How the **FDA** hopes to bring down **drug prices**
- Will **CAR-T** ever be a big business?
- Targeted **cancer drugs**: What's on the market now and what's in the pipeline?
- **Biotech** midyear check in: What's expected in Q3/Q4?





STRATEGY: CUSTOMER ENGAGEMENT

Strategy: Customer Engagement



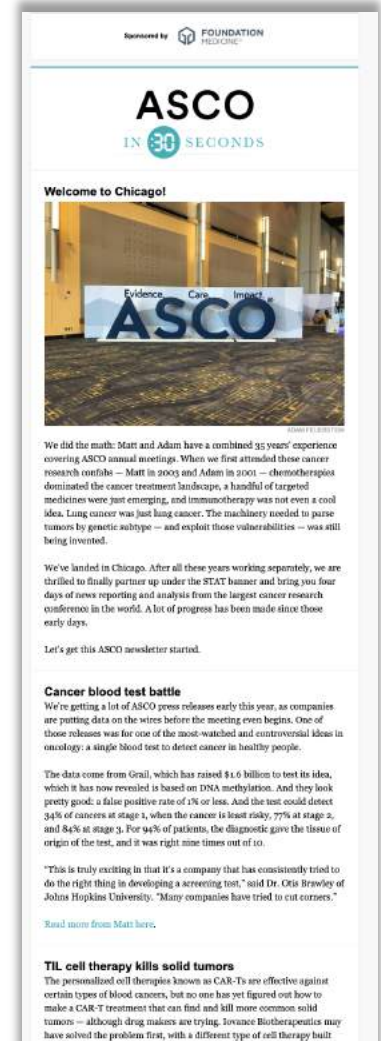
STAT Summit



STAT Plus events



JPM program



Conference coverage

STAT @ JPM

Every January, thousands of biotech and pharma executives and investors gather at the industry's biggest forum for deal-making: the annual J. P. Morgan Conference.

Each year, STAT has a **premier presence during the conference dedicated to our STAT Plus subscribers**, including work stations, networking opportunities, and events.

STAT @ JPM

- During J. P. Morgan, STAT rents out a portion of co-working space, located just steps from the J. P. Morgan central hub of Union Square
- STAT Plus subscribers will have free and unlimited access to the STAT @ JPM space throughout the conference, allowing them to work, recharge, book conference rooms, and hold meetings there
- Non-STAT Plus subscribers can also gain access to the space by signing up for a subscription on-site
- STAT will be throwing a welcome event – featuring our biotech team – in the space the afternoon of Monday, January 7th
 - “The Readout LIVE: News, hot takes, and smart analysis on everything on everything that’s going on at JPM”
- Event will include wine, beer, and light bites



STAT Plus Events

STAT routinely hosts exclusive, STAT Plus subscriber events that convene our dedicated subscriber base to explore topics such as the current state of biotech, what it takes to turn a great science idea into a thriving start up, and the quest to balance speed with safety in drug approvals.

Past featured speakers at these events include Janet Woodcock (Center for Drug Evaluation and Research), Bob Langer (Koch Institute for Integrative Cancer Research at MIT), Hal Barron (GSK), Jennifer Doudna (UC Berkeley), and Adam Stone (Perceptive Advisors), among others.

PROGRAM DETAILS

- **Typical programming:** Panel + fireside chat, both preceded and followed by networking
- **Time:** 8:00 a.m. – 11:00 a.m. OR 6:00 p.m. – 9:00 p.m.
- **Number of attendees:** 100-200

SPONSOR INTEGRATION

- Opportunity to host the STAT Plus event in your brand's space (pending space requirements)
- Five minute sponsor welcome by your brand representative
- 1-on-1 fireside chat with Rick Berke and your brand representative incorporated into the event's programming
- Video of fireside chat recorded by STAT and provided back to sponsor for use across platforms
- VIP access for up to 15 guests
- Option to distribute your brand's white paper/literature to event attendees
- Branded inclusion in all event promotion and collateral



The STAT Summit

Every fall, STAT hosts an annual, full-day conference that brings our market-moving industry coverage to life.

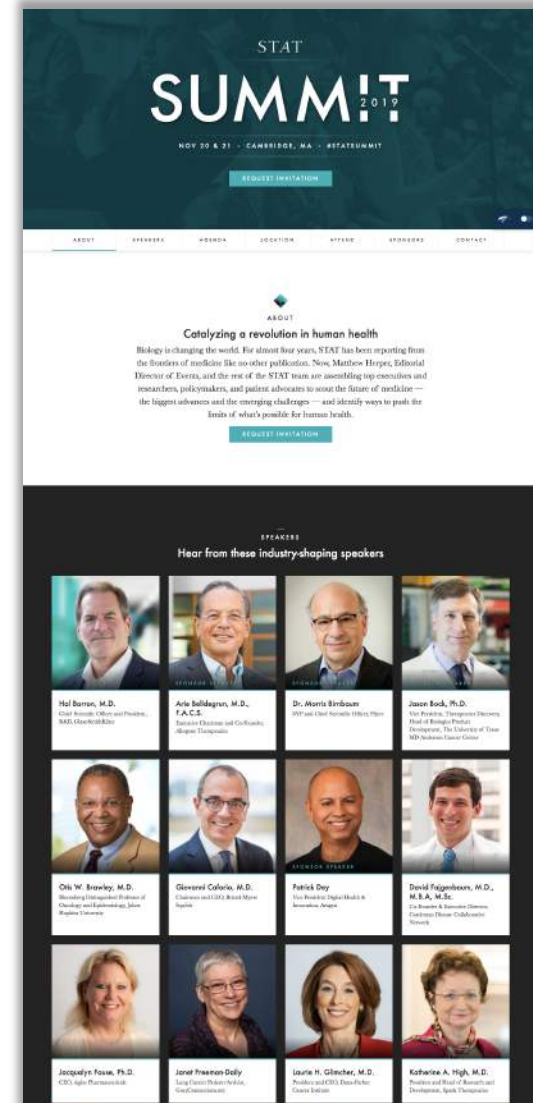
The “STAT Summit” incorporates a variety of different types of programming – from fireside chats with the biggest names in health care to keynotes, panels, and more – all aiming to convene the brightest minds within the life sciences and conduct impactful, discerning discussions about the frontiers of health and medicine.

DETAILS

- The inaugural STAT Summit will take place in November 2019 at the MIT Media Lab in Cambridge, MA
- The event is ticketed (paid) by invitation and attendees will include the players and influencers within health care and the life sciences
- Expected first year turnout: 250 attendees
- STAT’s award-winning newsroom – from Matt Herper and Sharon Begley to Adam Feuerstein, Helen Branswell, Casey Ross, etc. – will plan and lead all sessions according to expertise
- STAT will host light programming and a reception the night before the Summit

EXAMPLE SPONSORSHIP OPPORTUNITIES

- Presenting sponsor
- Lunch keynote
- Sponsor fireside chat with Executive Editor Rick Berke
- Sponsor spotlight/Best practice
- Sponsor introduction
- Pre-Summit cocktail event sponsor
- Coffee break sponsor
- Cocktail hour sponsor



The STAT Health Tech Summit

- The STAT Health Tech Summit will take place in May or June 2020 in San Francisco, CA
- The event will be ticketed (paid) by invitation and attendees will include the players and influencers within the life sciences and digital health
- Expected turnout: 200+ attendees
- Expected timing: 1:00 p.m. - 5:00 p.m.
- STAT's award-winning newsroom – from Matt Herper to Rebecca Robbins, Casey Ross, Kate Sheridan, Damian Garde, etc. – will plan and lead all sessions according to expertise
- Example topics: AI, Big Data, drug development, delivery of care, clinical trials, China, data security, ethics, etc.
- Example sponsorships: Presenting, fireside chat, sponsor spotlight, cocktail hour, coffee break



Conference Packages

STAT continually covers the latest in health and biomedicine news – from new therapies and research, to treatment progression, to patient care, and more.

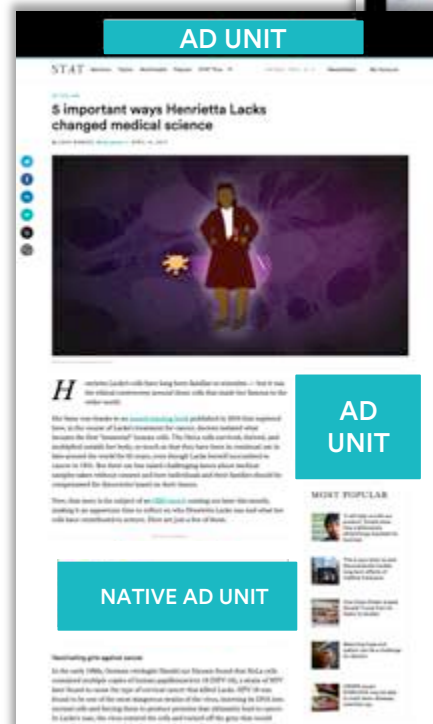
During key conferences, STAT will up our news coverage to include key happenings and news coming out of key annual meetings such as:

- ASH
- AACR
- ASCO
- BIO
- ASHG
- HIMSS
- CES
- EMSO
- ADA

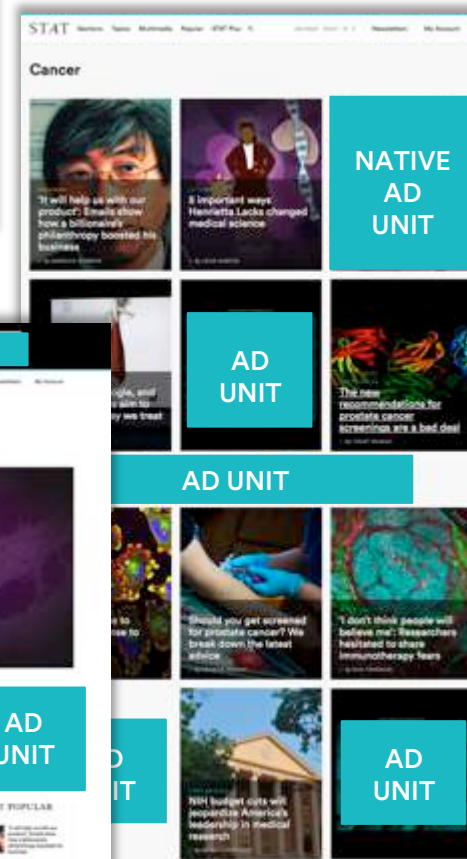
Brands have the opportunity to exclusively sponsor our conference packages including properties such as a Special Edition Cancer Briefing Newsletter (i.e., ASH IN 30 SECONDS) and takeovers of premium, related content on statnews.com (i.e., cancer section and biotech section takeovers).



SPECIAL EDITION NEWSLETTER



CANCER ARTICLE



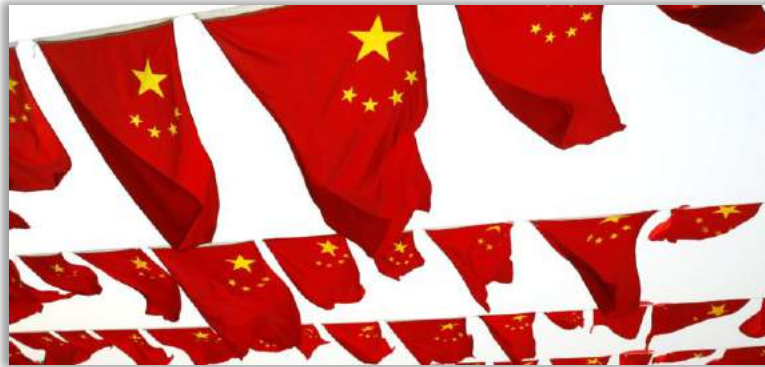
CANCER LANDING PAGE



NEW IN 2020

New in 2020

Something to look forward to this year



China Newsletter



Half Day Summit – May/June 2020



STAT Reports

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THANK YOU.