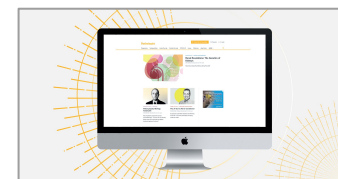
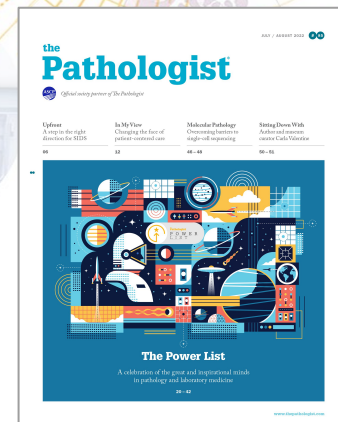
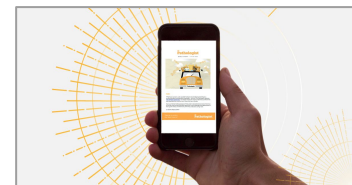


	PRINT			DIGITAL				
	Deadlines & Distribution	Topics	Core Topics featured in every issue	Additional Content	Events	Multimedia	Special Series ebooks	
January			Molecular Pathology, Infectious Disease, Digital Pathology and AI	New Years Resolution <i>(Print Supplement)</i>			Digital Pathology and AI 2022 example	
February	Deadline: 07 Feb Distribution: Molecular Med TRI-CON, USCAP, AACR, ECCMID	Focus: Lab Sustainability Additional Topics: Cancer Biomarkers, Microbiology		USCAP - Executive Invites <i>(Print Feature)</i>				
March					Increasing Laboratory Workflow Efficiency (Lab Automation) <i>(Forum)</i> Test Utilization Management <i>(Roundtable)</i>	USCAP Hands on <i>(Video Series)</i>		
April	Deadline: 04 Apr Distribution: AAPA, Euromedlab, ASCO, ASM Microbe, ESHG, Digital Pathology & AI Congress: USA (Global Engage), AMP Europe, ECDP	Focus: Images Additional Topics: Companion Diagnostics		Weapons of Reason <i>(Print Feature)</i>				
May					Spatial Biology <i>(Forum)</i> Patient Interaction (+ CURES Act) <i>(Roundtable)</i>			
June	Deadline: 06 Jun Distribution: AACCC, APC Prods, CAP-ACP, ESCV	Focus: Infectious Disease Diagnostics Additional Topics: Diversity, Equity, and Inclusion, Spatial Biology			Technology to Empower: IVD <i>(Print Feature)</i>	Hematology <i>(Forum)</i>	Digital Pathology & AI <i>(Video Series)</i>	



	PRINT			DIGITAL			
	Deadlines & Distribution	Topics	Core Topics featured in every issue	Additional Content	Events	Multimedia	Special Series ebooks
July			Molecular Pathology, Infectious Disease, Digital Pathology and AI		IVD (Forum)		
August	Production Deadline: 07 Aug Distribution: ECP, ASCP, AAPA, NSH, Pathology Visions, ASHG	Focus: Power List Additional Topics: Education and Training, Precision medicine		Powerful Profiles (Print Feature)			Infectious Disease 2022 example
September					Molecular (Forum)		Genetics and Genomics
October	Production Deadline: 03 Oct Distribution: AMP, Digital Pathology & AI Congress Europe (Global Engage), ASH, International Pathology Day	Focus: Computational Pathology Additional Topics: Point-of-Care Testing, Forensic pathology		Technology to Empower: Molecular Diagnostics (Print Feature)		Pathology Visions Hands on (Video Series)	
November					Digital Pathology and AI (Forum)	AMP Hands on (Video Series)	Education, Training, and Career
December	Production Deadline: 21 Nov Distribution: MEDLAB	Focus: Climate Change and Disease Additional Topics: Hematopathology, Omics		Innovators (Print Feature)	Hematology (Roundtable)		



Technology to Empower

In these special features, we shine a spotlight on state-of-the-art technologies in fields of interest to our readers, ranging from molecular diagnostics to spatial biology. With just six spaces available in each feature, Technology to Empower offers an exclusive opportunity to highlight your brand in a dedicated space within The Pathologist.

Innovators

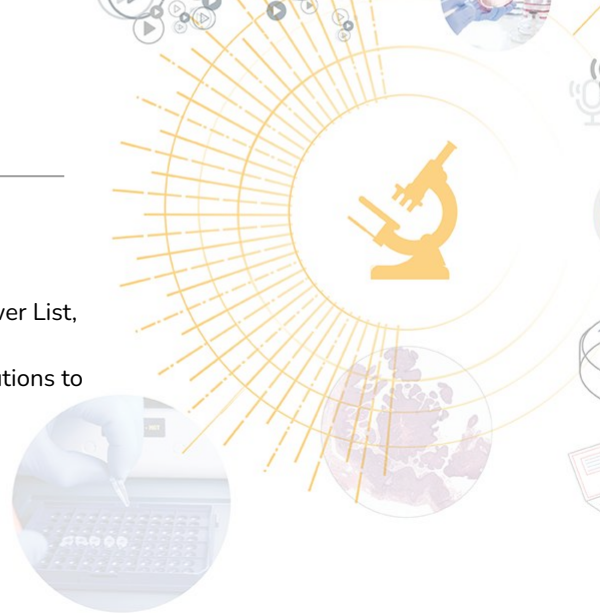
Once a year, The Pathologist celebrates game-changing technologies in pathology and laboratory medicine. In our Innovators section, you can tell the story behind your technologies and innovations, outline what sets you and your work apart from the rest of the field, and illustrate how your technology drives advances in a particular area of pathology or laboratory medicine, all while going beyond a list of features to showcase the “human” angle of your work.

Powerful Profiles

In conjunction with The Pathologist’s annual Power List, this special section provides an opportunity for companies, organizations, and educational institutions to showcase their role in advancing the future of pathology and laboratory medicine. From driving discoveries to charitable efforts, showcase your hard work on behalf of your clients – and elevate your powerful profile in the pathology world.

Weapons of Reason

This section tackles the lab’s most pressing issues with companies and organizations who aren’t afraid to ask the big questions. Weapons of Reason are the tools the lab uses to tackle challenges facing the field – from broad concepts such as collaboration and open-mindedness to specific ideas, techniques, and applications.

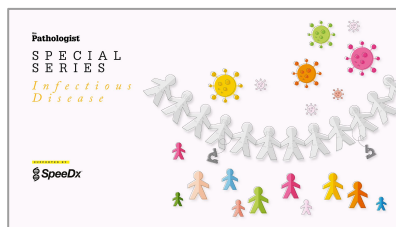


New Year's Resolutions

This special series supplement is dedicated to images and the tools used to create them. The supplement will be published digitally, with a limited run of print issues delivered to key industry events throughout 2023. Share your New Year's resolutions to become a part of the "big picture" in pathology and laboratory medicine imaging!

Infectious Disease

This special series supplement is dedicated to infectious diseases, microbiology, and the companies tasked with research and treatment of them. The supplement will be published digitally, with a limited run of print issues delivered to key industry events throughout 2023



Forums

Our topic specific forums provide four sponsors with an opportunity to present their innovation updates, applications and words of wisdom to a dedicated digital audience and answer questions in a live roundtable discussion.

- 15-minute pre-recorded presentation
- A seat at the Q&A roundtable
- Access to all leads generated for the event
- Brand and speaker promotion in all event marketing

Roundtables

The Pathologist's roundtables are an opportunity to hear the views of a diverse panel of experts on a specialist subject. With topics ranging from genomics to AI, from education to infectious disease, each roundtable gathers four to five pathologists and laboratory medicine professionals to discuss the issues affecting their community now and in the future. Sponsorship details can be found [here](#)



Hands-On

The most compelling part of any exhibition is the products and technologies on show – and The Pathologist’s video team can help you capture your story and take it beyond the show floor.

We will produce a concise, stylish walkthrough of your product presented by one of your experts. Your “Hands on with {COMPANY} at {EVENT}...” video will be promoted across all major social media channels, our weekly e-newsletter, and thepathologist.com homepage for six weeks after the event.

Content will be based on the following:

- What the product is
- What current (or unmet) needs the product addresses
- Why doctors should take notice

Package:

- 90 second video shot, produced, and edited
- Inclusion of your URL
- Homepage promotion on thepathologist.com for two months
- One-month social promotion
- 4x promotions in weekly e-newsletter
- Provision of video asset for your own use

Digital Pathology and AI: Topic-specific video series

“An interview with...”: a collection of thought leadership interviews capturing the energy and personality of eight leading figures from our industry.

On the topic of digital pathology and AI, we ask a set of predetermined questions that your chosen spokesperson can answer as they see fit. These will be questions that resonate with our audience, such as:

1. Challenges pathologists face in digital pathology and AI
2. Practical tips, tricks, and concerns for adopting and expanding
3. What do the next five years look like for the field

This video series will be marketed via all of our digital channels. You will also receive an mp4 copy of the video to host wherever you wish.

