

www.statnews.com

STAT

Reporting from the frontiers of health and medicine

Boston * Washington D.C. * New York
San Francisco * Los Angeles * Cleveland

The founder: John W. Henry



- Owner, Boston Red Sox
- Owner, Liverpool football club
- Owner, The Boston Globe

Why STAT was launched

“... this fascinating world was not being covered by a serious, stand-alone news organization committed to the kind of in-depth journalism that had been the hallmark of the Boston Globe.”

— John W. Henry

- Boston is the world epicenter for health, medicine and life sciences
- Opportunity for ambitious journalism
- Untapped national and international audience
- Flexibility of a startup

The Boston Globe nexus



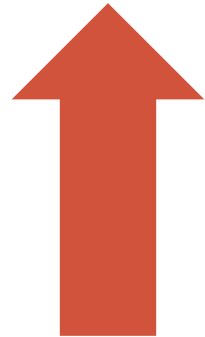
- Instant credibility (Pulitzer-winning journalism, “Spotlight”)
- Platform for STAT journalism
- Infrastructure: Human resources, IT, legal

STAT as an independent startup



- National and international appeal
- Flexibility on roles, titles, salaries
- Spirit of experimentation
- No newspaper delivery

Existing Health & Science Media



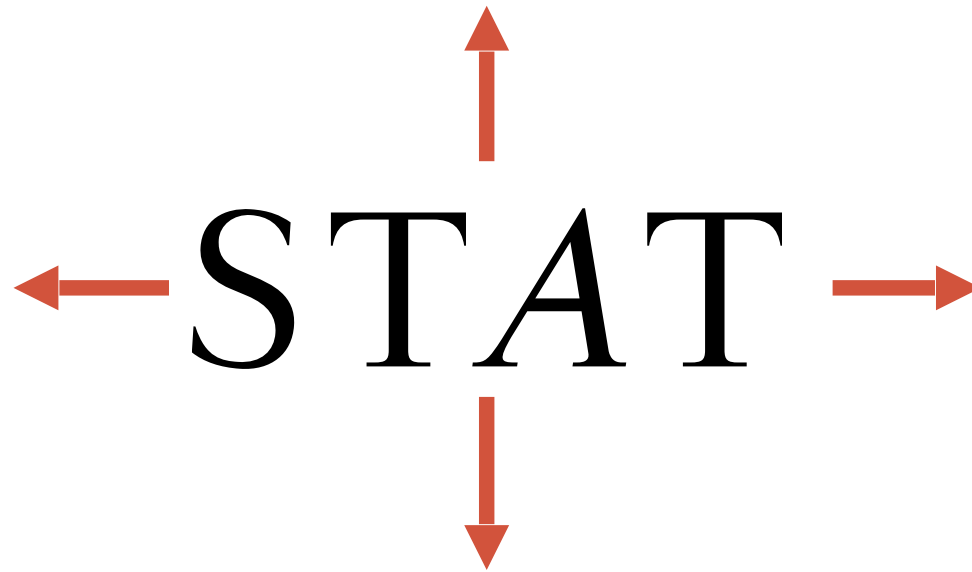
Consumer lifestyle



Medical journal

The screenshot shows the WebMD homepage. At the top, there is a search bar and navigation links for Symptoms, Doctors, and Health-Care Reform. Below this are categories: HEALTH A-Z, DRUGS & SUPPLEMENTS, LIVING HEALTHY, FAMILY & PREGNANCY, and NEWS & EXPERTS. A prominent banner features the headline "Osteoarthritis of the Knee?" with a sub-headline "3 Signs It's Time to Change Your Treatment" and a "Learn More Now" button. Below the banner is a large image of various pills and capsules. To the right, there is a video thumbnail with the headline "'Flesh-Eating Bacteria' Rare, but Can Kill Within 48 Hours" by Michael Smith, MD. Below the pills, there is a text block titled "Been Taking Sleeping Pills for Too Long?" with a sub-headline "You could be hiding a bigger problem or doing more harm than good. And other meds could be causing your sleeplessness."


The screenshot shows the NEJM Knowledge+ website. At the top, it says "NEJM Knowledge+ A better way to learn. Watch the video >>". Below this is the NEJM logo and the text "The NEW ENGLAND JOURNAL of MEDICINE". There are navigation tabs for HOME, ARTICLES & MULTIMEDIA, ISSUES, SPECIALTIES & TOPICS, FOR AUTHORS, and CME. A search bar is also present. The main content area features several articles: "Regional Nodal Irradiation in Breast Cancer" with a line graph showing percentage over years, "Long-Term Outcomes for Abdominal Aortic Aneurysm", and "Electrolyte Disorders in Diabetes Mellitus" with a photo of a patient. There are also sections for "SUBSCRIBE OR RENEW", "IMAGE CHALLENGE", and "IMAGE OF THE WEEK".



STAT Mission

STAT delivers fast, deep and tough-minded journalism. We take you **inside** science labs and hospitals, biotech boardrooms and political backrooms. We **dissect** crucial discoveries. We **examine** controversies and puncture hype. We hold individuals and institutions **accountable**. We **introduce** you to the power brokers and personalities who are driving a **revolution** in human health. These are the stories that matter to us all.

STAT is credible



HEALTH

First baby with
Zika-linked
microcephaly born in
continental US

By HELEN BRANSWELL



IN THE LAB

Audacious project plans
to create human
genomes from scratch

By SHARON BEGLEY and IKE SWETLITZ



SCIENCE HAPPENS!

Episode 4: Can a worm's
lifespan hold the secrets
to human aging?

By CARL ZIMMER

Providing an **authoritative** voice
about the world of science and health

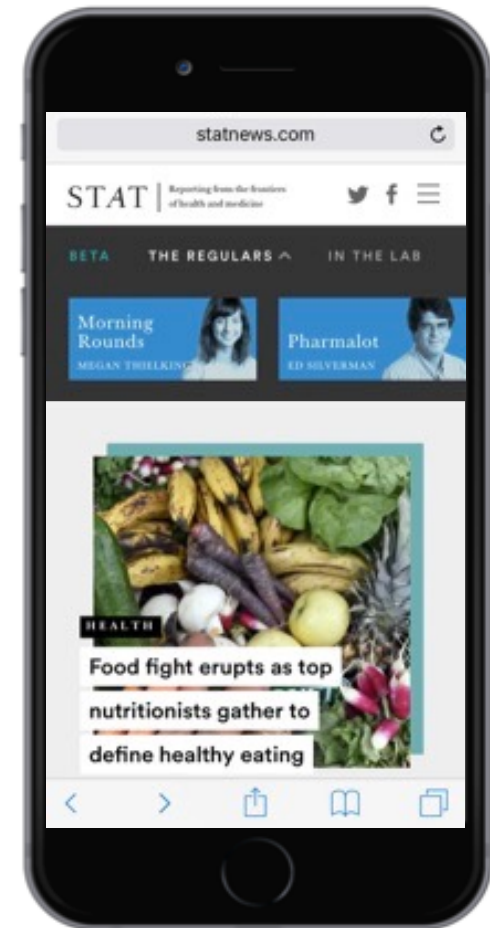
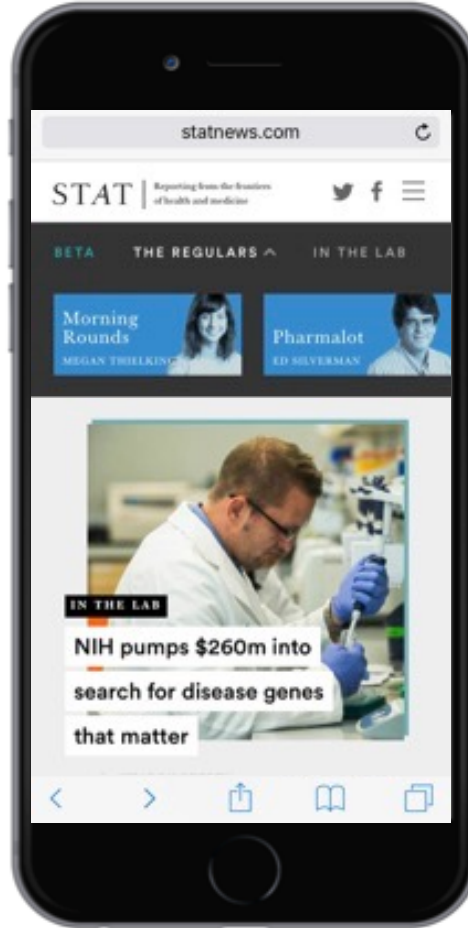
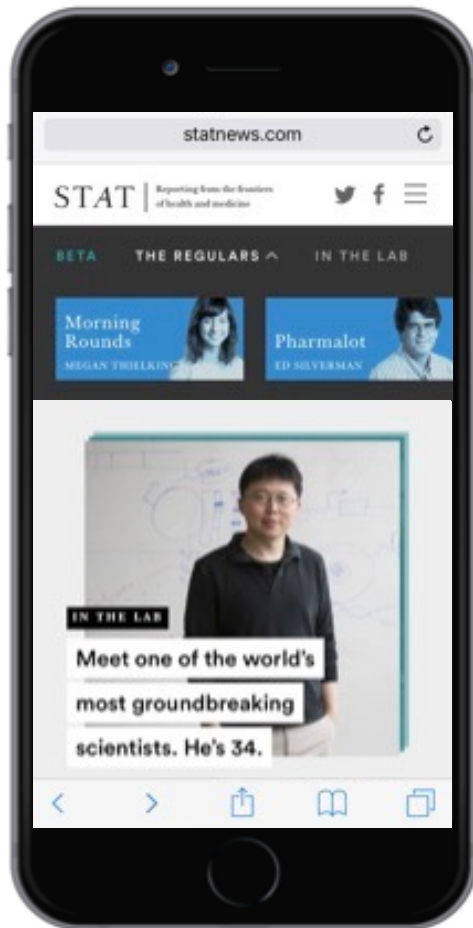
STAT is credible

Journalists hired from:

The New York Times
The Washington Post
The Wall Street Journal
Bloomberg
Canadian Press
Reuters
Politico

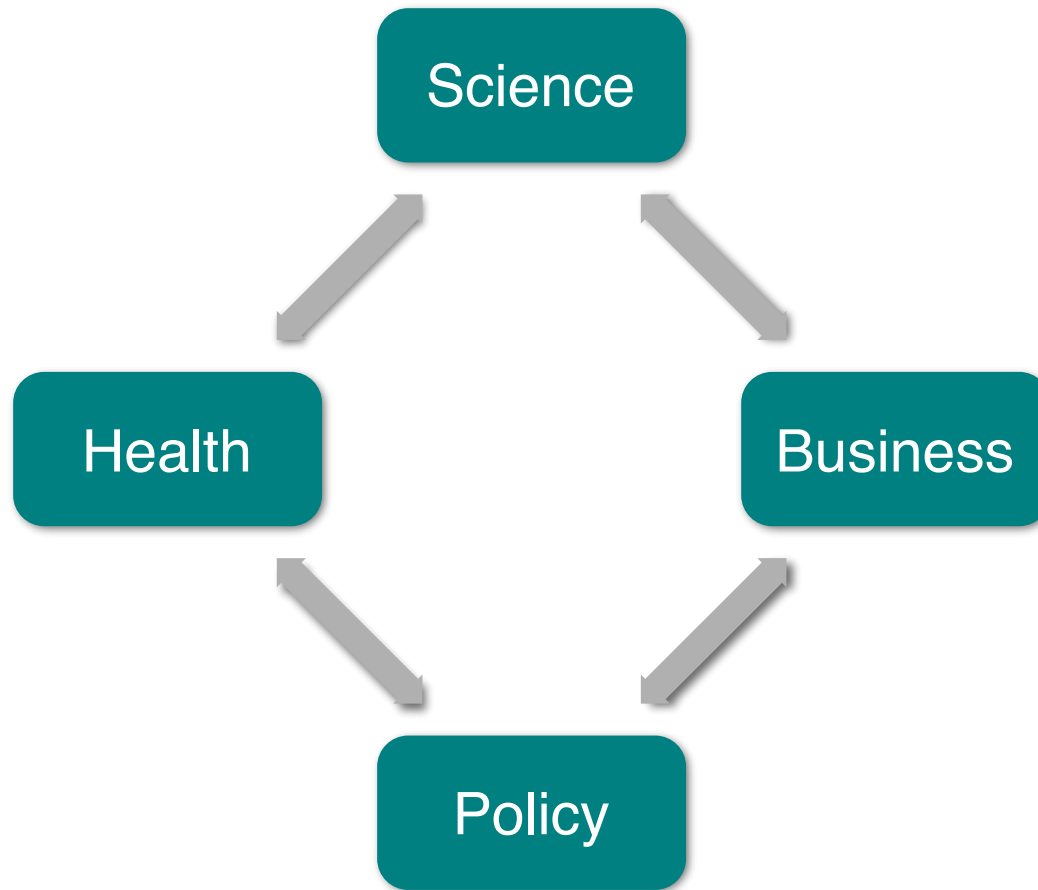
Providing an **authoritative** voice
to the world of science and health

STAT is mobile first



STAT puts readers first with content relevant right now

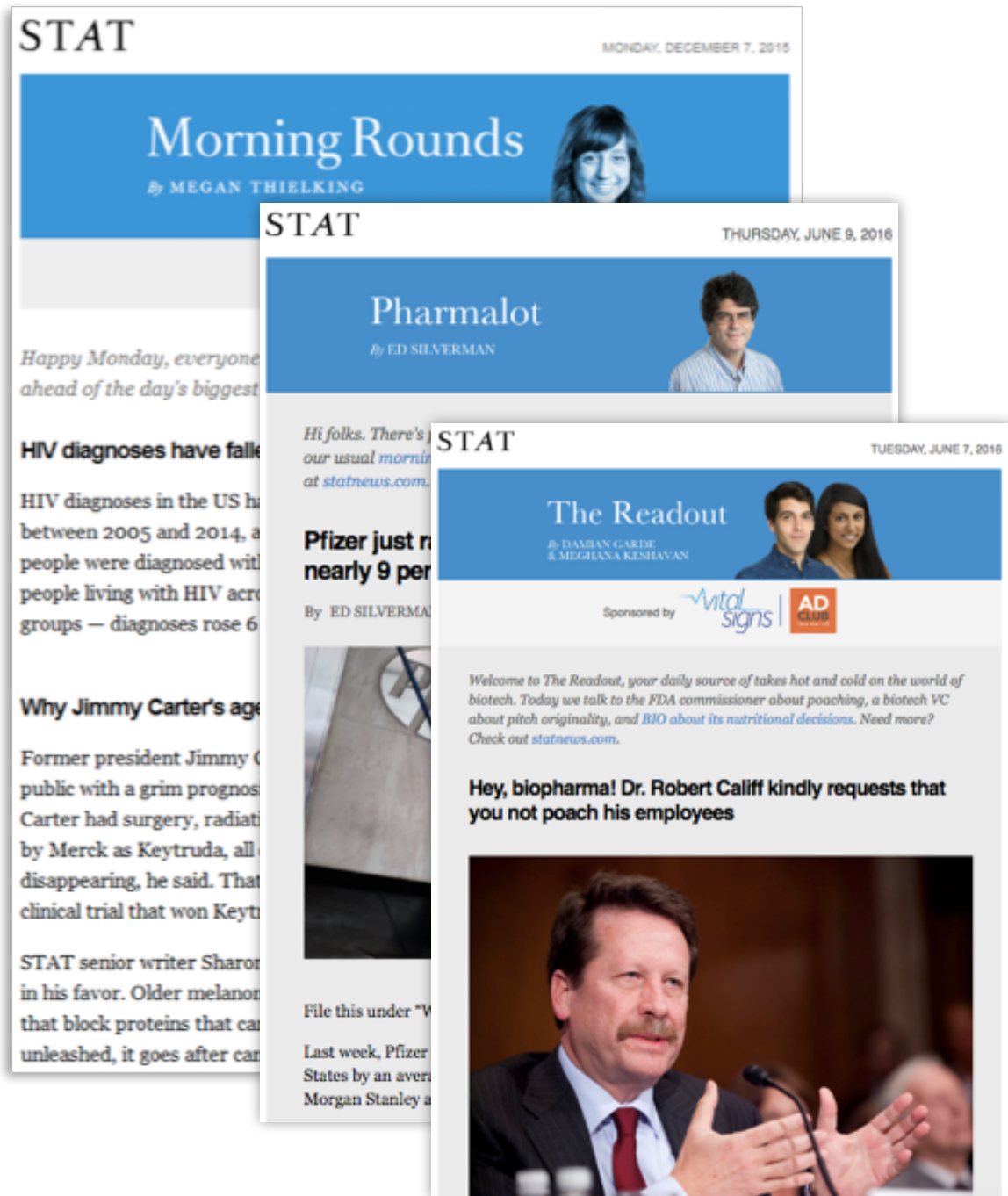
STAT is comprehensive



Covering the **breadth of the market**, from science/medicine and patient to policy and business

Newsletters

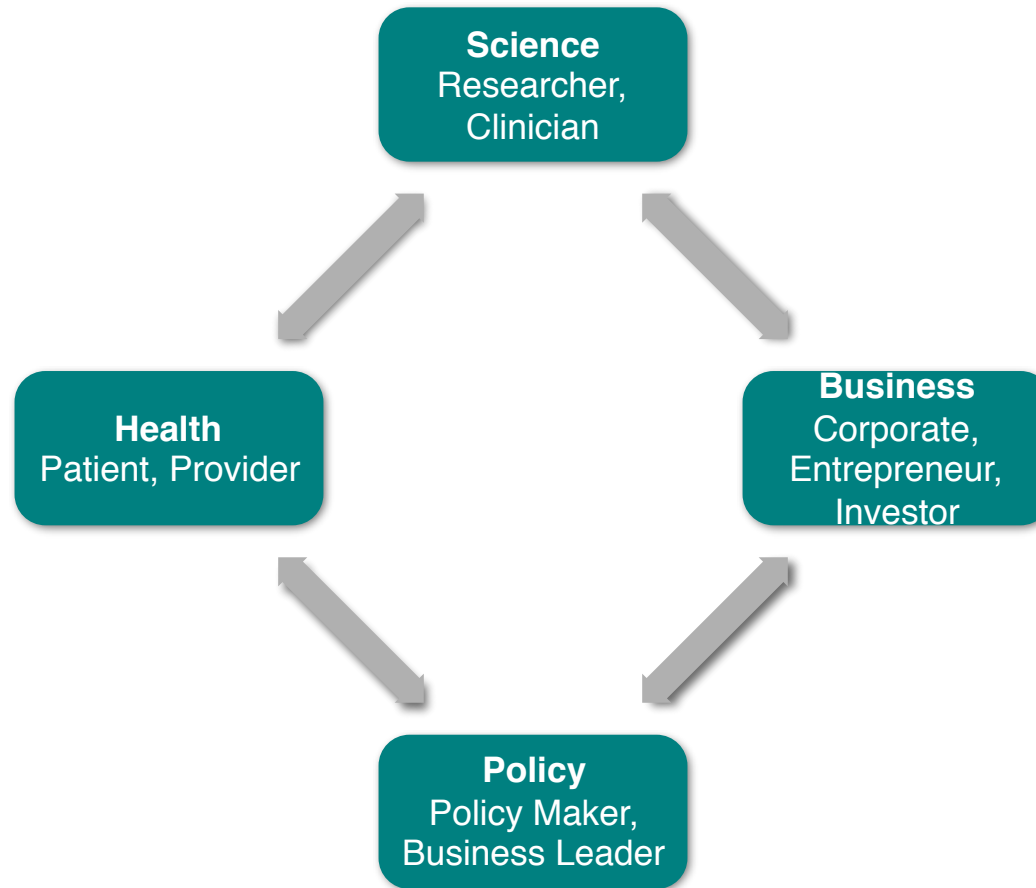
- Morning Rounds
- Daily Recap
- Weekend Read
- Pharmalot
- The Readout
- Zika in 30 Seconds
- Science Happens
- Signal
- Pulse of Longwood
- Policy (coming soon)
- Cancer (coming soon)



AUDIENCE

STAT

STAT Target Audience



Reaching the **breadth of the market**, from science/medicine and patient to policy and business

STAT Audience/Inventory Profile

Age

- 25 – 44: 64%
- 45 – 54: 11%
- 55 – 64: 21%

Income

- 100k – 149k: 47%
- 150k – 249k: 19%

National/international

- 78/22

Business/Job Profiles

Student:	8%
Small Biz Owner:	23%
C-level Exec:	13%
Health Care Professional:	18%
Education:	12%
Government:	8%
Finance:	20%
Science/Biotech:	8%
IT Professionals:	22%
Marketing/Comm:	23%

REVENUE OPPORTUNITIES

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Brand advertising, sponsorships and native content

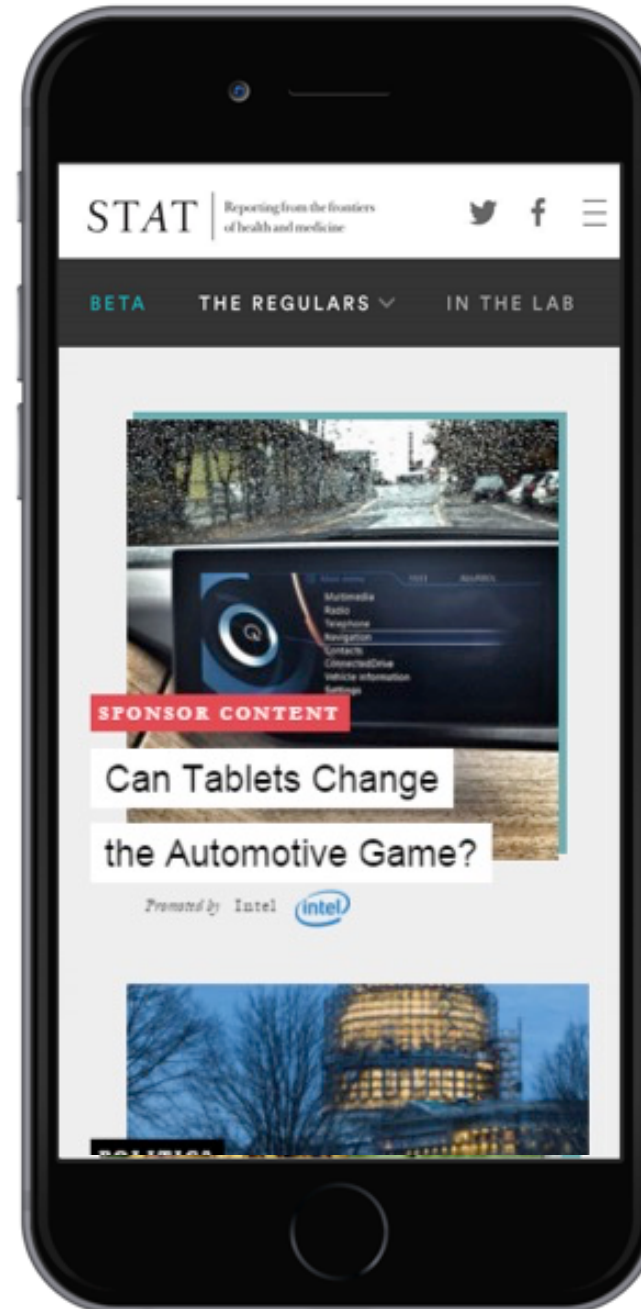
Native Card Ad Unit

Card

- Same UX/design as editorial article card
- Promoted in-stream and via re-circulation

Content Page

- Opens to showcase brand content
- Multiple formats (articles, Q&As, lists)



This presentation visual is for placement only.

Native Breaker Ad Unit

Oversized native unit creating a break in the content stream

Executions

- Text/Image
- Video

Opens to showcase brand content or can link to external client brand or content site

STAT

QUICK TAKE

Our brains love calories, and now science has explained why

MEGAN THIELKING

QUICK TAKE

Here's what causes deaths among children worldwide

MEGAN THIELKING

PHARMALOT

Why the FDA shouldn't bow to parental pressure over Duchenne drug

ED SILVERMAN

SPONSOR CONTENT

Addressing Antimicrobial Resistance is Critical to Economic Future and Global Health

Safeguarding our antibiotics from inappropriate use and expanding our current arsenal will help preserve efficacy of treatment and combat resistance.

Sponsor Content by Johnson & Johnson Innovation

SPONSOR CONTENT

Every Speaker an Expert. Every Panel Unique. Every Seat Invaluable.

Featured speakers include more than 100 CEOs, top cancer innovators, leading investors, and national journalists.

Sponsor Content by Partners HealthCare

This presentation visual is for placement only.

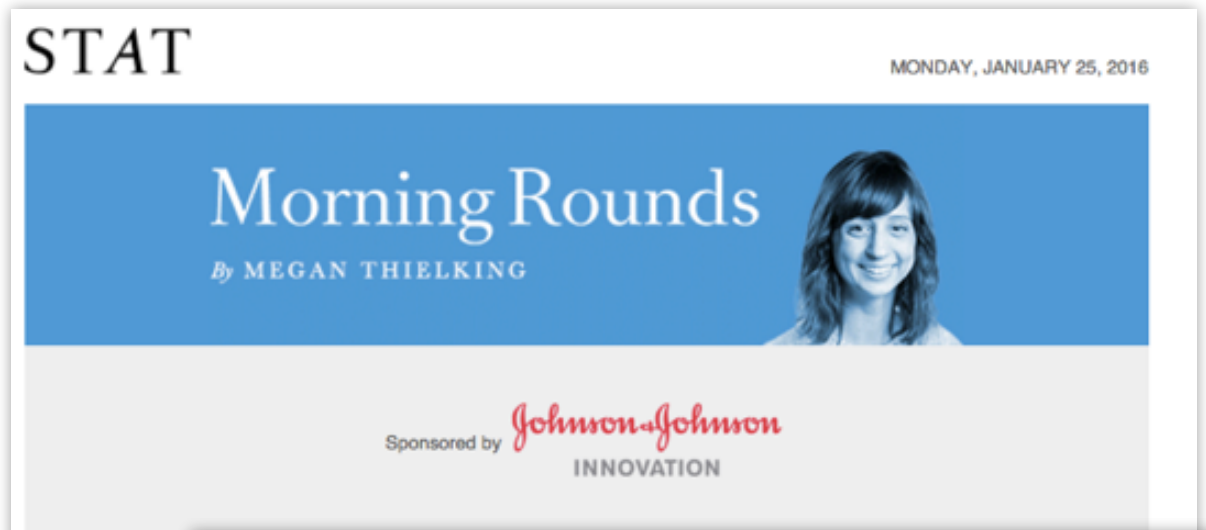
Newsletter Native Unit

Sponsor Logo

- Positioned in grey band under newsletter header

Native Ad Unit

- Headline and 50-75 words of copy
- Links to content on STAT or client site



Welcome to
and medicin

Zika virus e

Zika, the mo
appearance i
this morning

scientists who also happen to be women — which sparked a bitter war on the web. Senior writer Sharon Begley [explains](#) how Lander, one of the most important figures in American science, ended up on the hot seat.

SPONSOR CONTENT BY JOHNSON & JOHNSON INNOVATION

Addressing antimicrobial resistance is critical to economic future and global health

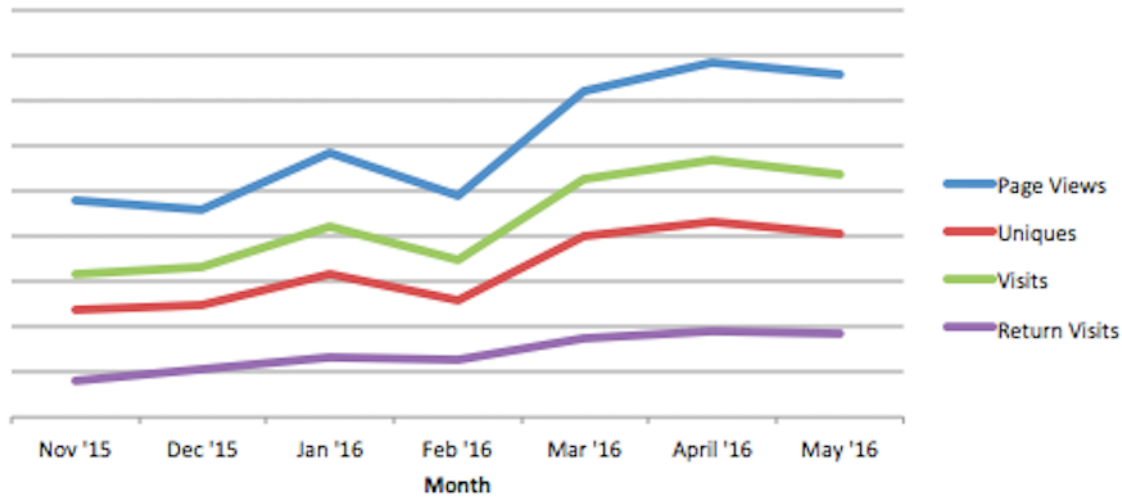
Antibiotics are the backbone of modern medicine and have increased life expectancy over the decades. Safeguarding our antibiotics from inappropriate use and expanding our current arsenal is critical to preserving efficacy of treatment and combating resistance. The AMR Declaration is important to optimizing the world's ability to protect the public's health and our global economies by bringing together the right [stakeholders](#) from multiple sectors in coordinated action against this urgent challenge.

Tuberculosis treatment costs hit poor families hard

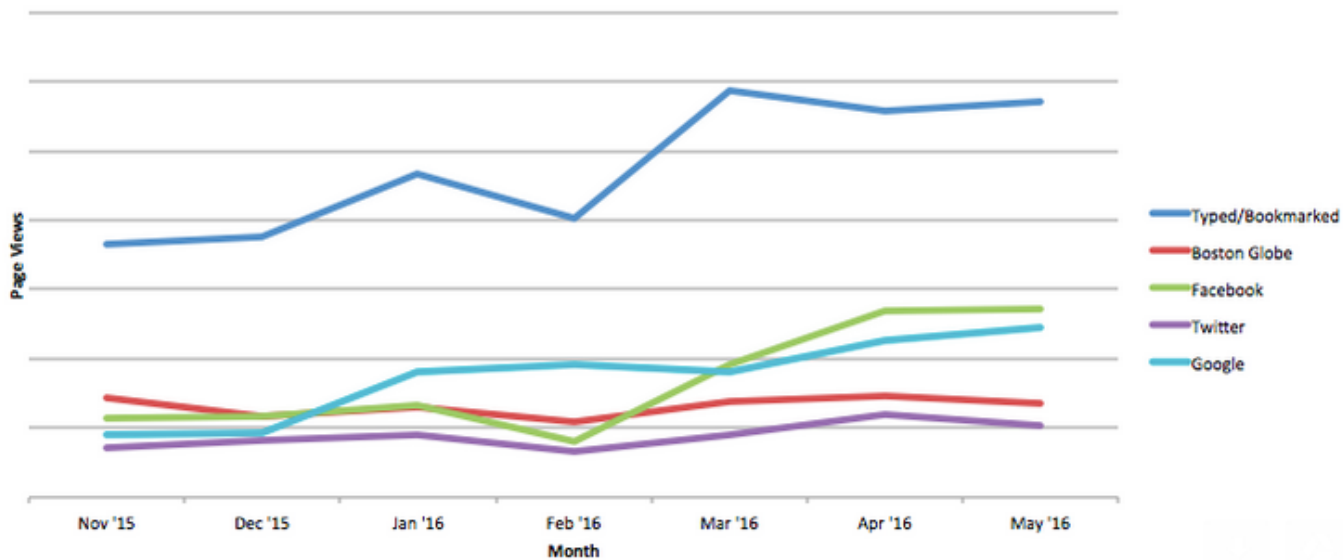
A whopping 70 percent of households in China encounter catastrophic health costs

STATgrowth

Month over month key metrics



Monthly page views by referrer



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