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

WebMD

Osteoarthritis of the Knee?

3 Signs It’s Time to Change Your Treatment

Been Taking Sleeping Pills for Too Long?

You could be hiding a bigger problem or doing more harm than good. And other meds could be causing your sleeplessness.

NEJM Knowledge+®

The New England Journal of Medicine

Regional Nodal Irradiation in Breast Cancer

ORIGINAL ARTICLE

July 20, 2015 | 11:45 PM

Women with breast cancer who were undergoing breast conserving surgery were randomised to receive additional whole-breast radiation with or without regional nodal irradiation. At 10 years, disease-free survival in the nodal-irradiation group was improved but overall survival was not.

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

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

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

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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 due to tuberculosis. This statistic highlights a critical challenge in global health, where the initiation of treatment is often delayed due to financial constraints.
Month over month key metrics

Monthly page views by referrer