

The ASCO® Post

Audience Profile

THE ASCO POST is a B2B brand intended for individuals with broad-based interests in oncology. The brand content and editorial scope of the publication includes news on major oncology meetings, important summaries of evidence-based research, news from ASCO, and commentary. The content of every issue is also available to subscribers globally via the online digital version.

Fields Served:

The ASCO Post serves the fields of medical oncology, hematology-oncology, gynecologic-oncology, hematology, radiation oncology, surgical oncology, urology, pediatric hematology-oncology, oncology pharmacology, pathology, internal medicine, oncology nurse practitioners, and all ASCO US-based Members.

Definition of Recipient Qualification:

Qualified individuals are titled and non-titled personnel within the field of oncology-hematology.



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audativ
stamats AUDIENCE INTELLIGENCE

This Integrated Database analysis is provided by audativ - Stamats Audience Intelligence. The analysis provides a better understanding and identification of all the media channels The ASCO Post audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.

All Data in this report is based on: Issue 1 Jan 25 2023

*Note: All data contained in this report is "Publishers' Own Data"



Journal - Age of Source					
Qualification Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Personal Direct Request	1,761	395	369	2,525	9%
Assoc. Society Membership	17,868	0	0	17,868	63%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	7,771	0	0	7,771	28%
Total Qualified Audience	27,400	395	369	28,164	100%

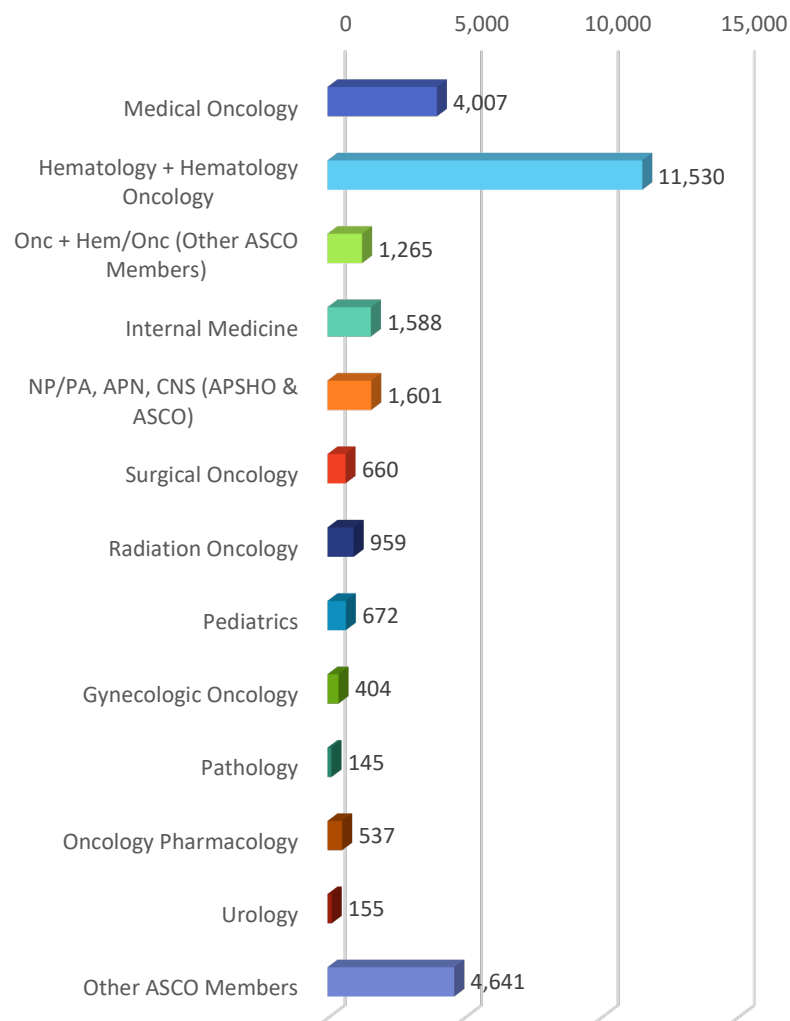
Journal	
ASCO Qualified Audience	Copies
Jul 25, 2022	28,172
Aug 10, 2022	28,172
Aug 25, 2022	28,166
Sep 10, 2022	28,166
Sep 25, 2022	28,169
Oct 10, 2022	28,169
Oct 25, 2022	28,175
Nov 10, 2022	28,175
Nov 25, 2022	28,173
Dec 10, 2022	28,173
Dec 25, 2022	28,164
Jan 25, 2023	28,164
Average	28,170



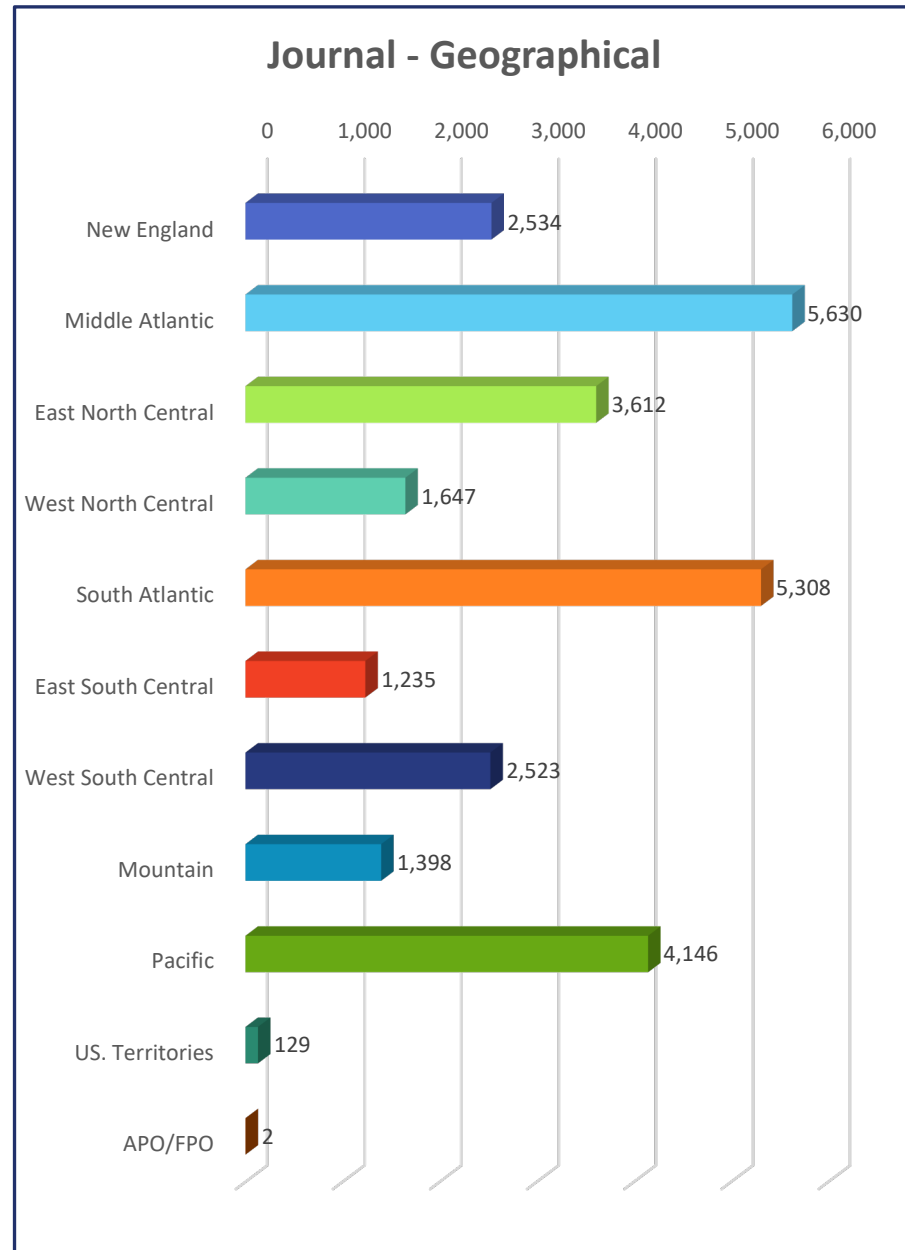
Journal - Primary Business		
Title	Copies	%
Medical Oncology	4,007	14%
Hematology + Hematology Oncology	11,530	41%
Onc + Hem/Onc (Other ASCO Members)	1,265	4%
Internal Medicine	1,588	6%
NP/PA, APN, CNS (APSHO & ASCO)	1,601	6%
Surgical Oncology	660	2%
Radiation Oncology	959	3%
Pediatrics	672	2%
Gynecologic Oncology	404	1%
Pathology	145	1%
Oncology Pharmacology	537	2%
Urology	155	1%
Other ASCO Members	4,641	16%
Total Qualified Audience	28,164	100%



Journal - Primary Business



Journal - Geographical		
Region	Copies	%
New England	2,534	9%
Middle Atlantic	5,630	20%
East North Central	3,612	13%
West North Central	1,647	6%
South Atlantic	5,308	19%
East South Central	1,235	4%
West South Central	2,523	9%
Mountain	1,398	5%
Pacific	4,146	15%
US. Territories	129	0%
APO/FPO	2	0%
Total Qualified Audience	28,164	100%



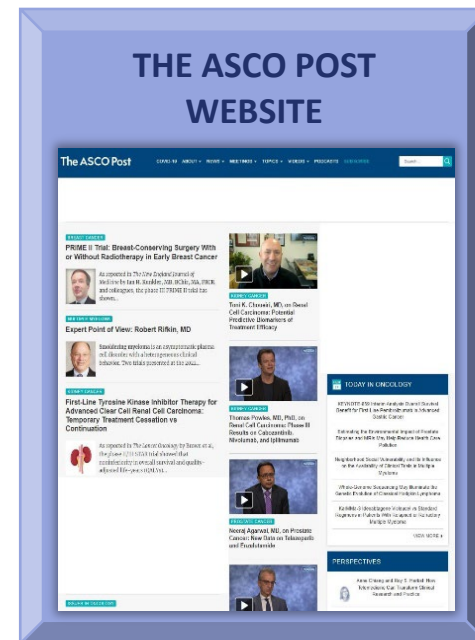
The ASCO[®] Post WEBSITE and E-NEWSLETTER

ETOC/Evening News		
Month	Issues Sent	Number of Contacts
July	18 issues	21,140
August	17 issues	20,759
September	21 issues	20,257
October	21 issues	27,942
November	18 issues	38,543
December	23 issues	39,259
Average		28,325

Source: Higher Logic (US Only)

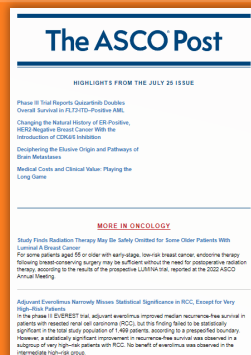
Website			
www.ascopost.com	Pageviews	Sessions	Users
July	163,197	131,752	103,415
August	183,916	147,533	113,789
September	159,520	126,316	95,890
October	170,645	130,136	102,559
November	155,133	117,829	92,581
December	162,462	127,699	103,849
Average	165,812	130,211	102,014

Source: Google Analytics (US Only)

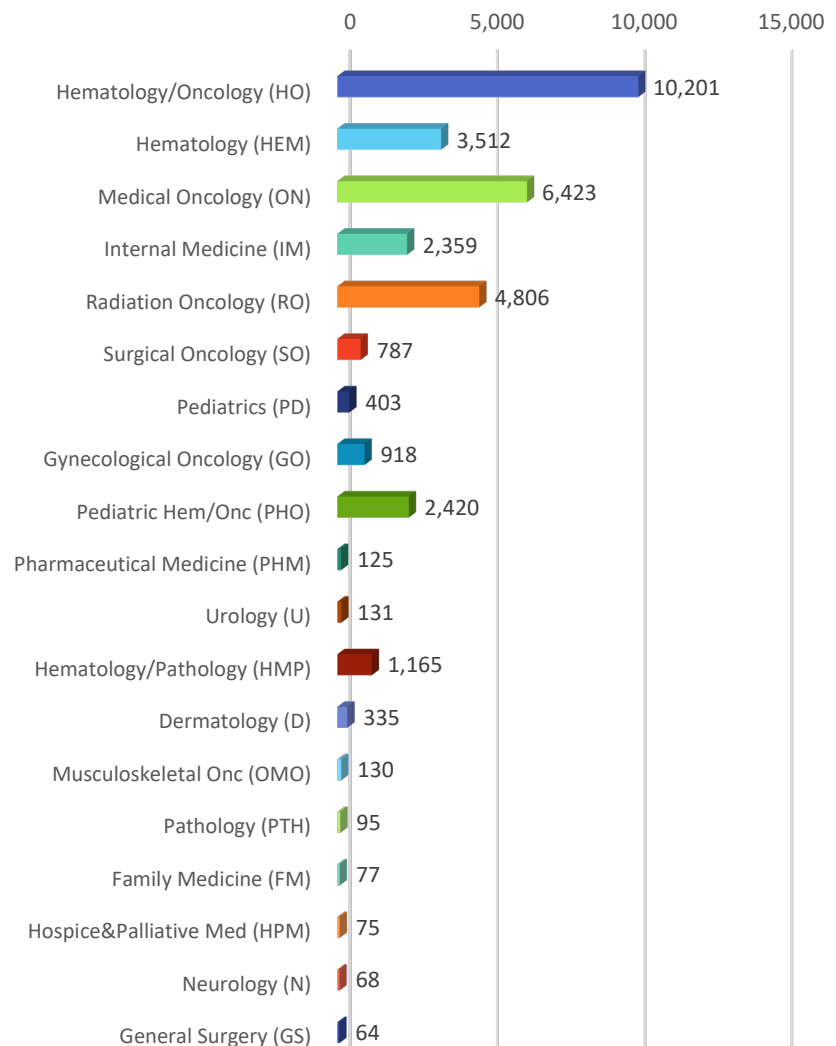


E-Newsletter - Specialty		
Title	Sends	%
Hematology/Oncology (HO)	10,201	25.5%
Hematology (HEM)	3,512	8.8%
Medical Oncology (ON)	6,423	16.1%
Internal Medicine (IM)	2,359	5.9%
Radiation Oncology (RO)	4,806	12.0%
Surgical Oncology (SO)	787	2.0%
Pediatrics (PD)	403	1.0%
Gynecological Oncology (GO)	918	2.3%
Pediatric Hem/Onc (PHO)	2,420	6.1%
Pharmaceutical Medicine (PHM)	125	0.3%
Urology (U)	131	0.3%
Hematology/Pathology (HMP)	1,165	2.9%
Dermatology (D)	335	0.8%
Musculoskeletal Onc (OMO)	130	0.3%
Pathology (PTH)	95	0.2%
Family Medicine (FM)	77	0.2%
Hospice&Palliative Med (HPM)	75	0.2%
Neurology (N)	68	0.2%
General Surgery (GS)	64	0.2%
Other + Unknown	5,906	14.8%
Total Qualified Audience	40,000	100%

**THE
ASCO POST
E-NEWSLETTERS**



E-Newsletter - Specialty



Source: Blueconic (US Only)

*Graph includes verified HCPs only

Audience Summary - Channels

Journal - Average Qualified Audience	28,170
E-Newsletter (ETOC/Evening News) - Average # Contacts	28,325
Website - Average # Users	102,014



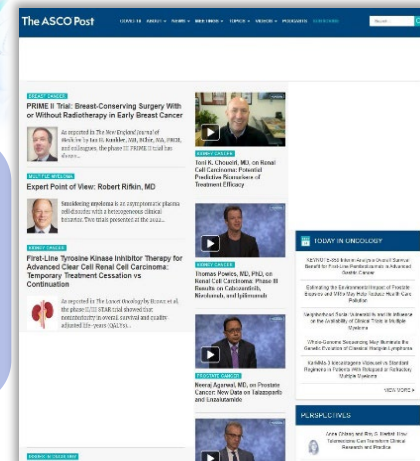
THE ASCO POST PRINT

Avg Qual Audience:
28,170



THE ASCO POST WEBSITE

Avg # Users:
102,014



THE ASCO POST E-NEWSLETTERS

Avg # of Contacts:
28,325

