

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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The **JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY (JADPRO)** is a peer-reviewed, medical journal whose mission is to improve the quality of care for patients with cancer, support critical issues in advanced practice in oncology, and recognize the expanding contributions of advanced practitioners in oncology, including nurse practitioners, physician assistants, and clinical nurse specialists.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY MAGAZINE



4 issues in the period
10,300 average circulation

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-NEWSLETTER



7 issued in the period
5,112 average per occurrence

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY WEBSITE



4,553 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY MAGAZINE (4 issues in the period)	10,300	-	10,300
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-NEWSLETTER (7 issued in the period)	5,112	-	5,112
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY WEBSITE (Monthly Users with 17,081 average Pageviews)	4,553	-	4,553

FIELD SERVED
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY serves the medical specialties of oncology and hematology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include nurse practitioners, physician assistants, clinical nurse specialists, advanced practice nurses and other titled and non-titled personnel as reported in the field served as defined in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	453
Allocated for Trade Shows and Conventions	209
All Other	231
TOTAL	896

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,909	96.2	9,909	96.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	391	3.8	391	3.8	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,300	100.0	10,300	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
March	9,388
April	10,658
May/June	10,344
July/August	10,808

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2018

This issue is 6.7% or 678 copies above the average of the other 3 issues reported in Paragraph 2.

Title*	Total Qualified	Percent of Total
Nurse Practitioner	5,609	51.9
Physician Assistant	3,125	28.9
Clinical Nurse Specialist	693	6.4
Advanced Practice Nurse	236	2.2
Others	883	8.2
Pharmacists	262	2.4
TOTAL QUALIFIED CIRCULATION	10,808	100.0
PERCENT	100.0	

*JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY serves the medical specialties of oncology and hematology.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	807	1,476	1,634	3,917	36.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	363	-	-	363	3.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,528	-	-	6,528	60.4
*Association rosters and directories	6,528	-	-	6,528	60.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,698	1,476	1,634	10,808	100.0
PERCENT	71.2	13.7	15.1	100.0	

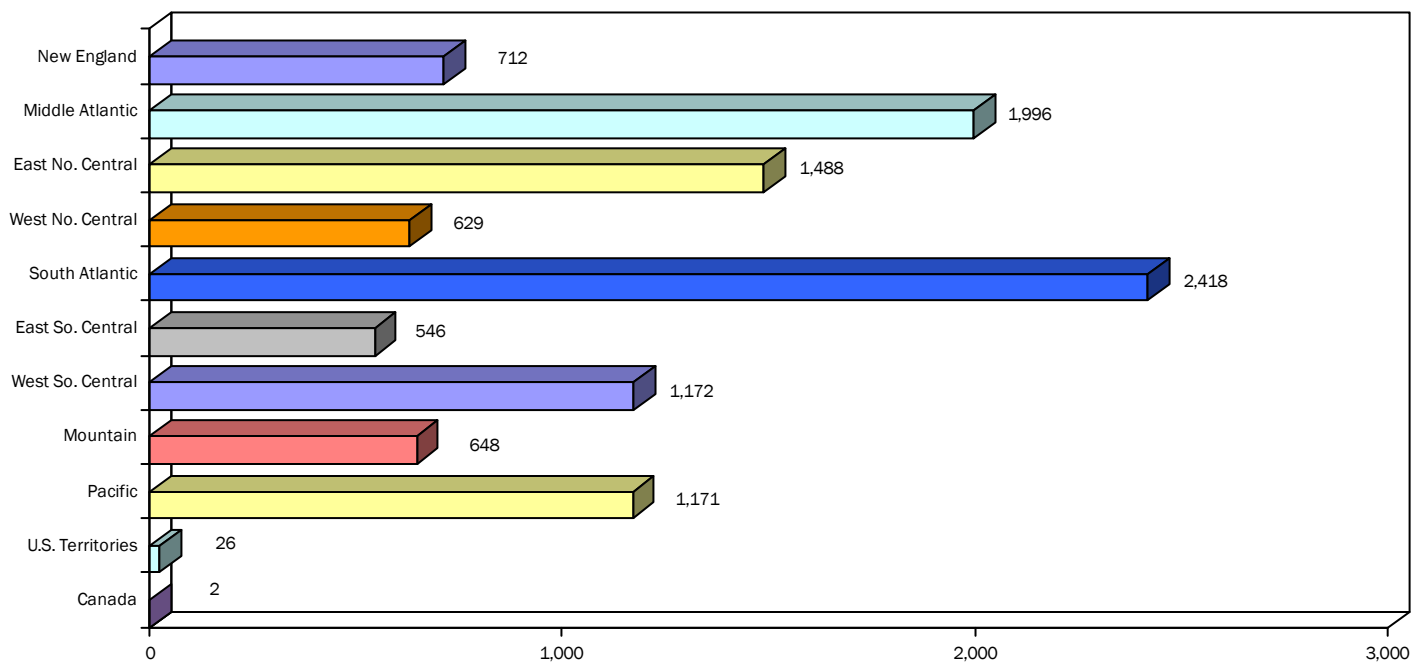
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2018*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	712	6.6	UNITED STATES	10,780	99.8
Middle Atlantic	1,996	18.5	U.S. Territories	26	0.2
East No. Central	1,488	13.8	Canada	2	-
West No. Central	629	5.8	Mexico	-	-
South Atlantic	2,418	22.4	Other International	-	-
East So. Central	546	5.1	APO/FPO	-	-
West So. Central	1,172	10.8			
Mountain	648	6.0			
Pacific	1,171	10.8			
			TOTAL QUALIFIED CIRCULATION	10,808	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	JADPRO E-Table of Contents
February 11	4,964
March 18	5,032
April 8	5,011
April 22	4,984
May 20	5,009
June 10	5,384
July 22	5,399
AVERAGE	5,112

JADPRO E-Table of Contents (7 issued in the period)
All digital reporting is US only

WEBSITE CHANNEL

WWW.ADVANCEDPRACTITIONER.COM

2018	Pageviews	Sessions	Users	Average Session Duration
February	18,270	6,896	4,832	2:16
March	20,444	7,384	5,138	2:16
April	18,387	6,577	4,499	2:35
May	16,206	6,562	4,722	2:14
June	13,910	5,095	3,722	2:25
July	15,271	5,837	4,408	2:20
AVERAGE:	17,081	6,391	4,553	2:21

February – July 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 6,528 copies or 60.4%, including List Services Technology.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anthony Cutrone, President

Shannon Meserve, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

August 14, 2018

State

New York

County

Suffolk

Received by BPA Worldwide

August 14, 2018

Type

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.