

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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JNCCN - JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK is a peer-reviewed, indexed medical journal that provides the latest information about best clinical practices, oncology outcomes, and new initiatives in cancer research. JNCCN features updates on the NCCN Clinical Practice Guidelines in Oncology®, review articles elaborating on guideline recommendations, and health services and clinical research papers.

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 NATIONAL COMPREHENSIVE CANCER NETWORK MAGAZINE



7 issues in the period
25,701 average circulation

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER



19 issued in the period
80,494 average per occurrence

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE



40,885 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK MAGAZINE (7 issues in the period)	25,701	-	25,701
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER			
JNCCN e-Table of Contents (19 issued in the period)	80,494	-	80,494
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE (Monthly Users with 103,423 average Pageviews)	40,885	-	40,885

FIELD SERVED

JNCCN - JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK serves the medical specialties of oncology and hematology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Physicians, Pharmacists, Nurse Practitioners and Physician Assistants in the fields of Oncology, Hematology, Hematology-Oncology, Gynecologic Oncology, Radiation Oncology, Surgical Oncology, Internal Medicine with secondary specialty in Oncology; Urology, Pathology, other titles in related specialties; NCCN Guidelines TM Panel Members; and other titled and non-titled personnel within the field served as defined in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	14
Advertiser and Agency	434
Allocated for Trade Shows and Conventions	115
All Other	141
TOTAL	704

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,386	94.9	24,386	94.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,315	5.1	1,315	5.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,701	100.0	25,701	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
February 10	24,541
March 10	24,935
April	25,609
May 10	26,097
May 25	26,097
June 10	26,089
July 10	26,536

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 10, 2018

This issue is 3.8% or 975 copies above the average of the other 6 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
GYNECOLOGIC ONCOLOGIST	558	2.1
HEMATOLOGIST	1,872	7.0
HEMATOLOGY-ONCOLOGY	9,891	37.3
INTERNAL MEDICINE WITH SECONDARY SPECIALITY IN ONCOLOGY	1,974	7.4
APSHO MEMBERS (CNS, NP, PA, RN)	1,279	4.8
ONCOLOGIST	4,822	18.2
PATHOLOGIST	637	2.4
ONCOLOGY PHARMACISTS	1,585	6.0
RADIATION ONCOLOGIST	701	2.6
SURGICAL ONCOLOGIST	521	2.0
UROLOGIST	1,773	6.7
DERMATOLOGY	40	0.2
NCCN GUIDELINES TM PANEL MEMBERS	660	2.5
OTHER	223	0.8
TOTAL QUALIFIED CIRCULATION	26,536	100.0
PERCENT	100.0	

JNCCN - Journal of the National Comprehensive Cancer Network serves the medical specialties of oncology and hematology.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 10, 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,134	2,759	3,229	10,122	38.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	1,354	-	-	1,354	5.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	15,060	-	-	15,060	56.8
*Association rosters and directories	15,060	-	-	15,060	56.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,548	2,759	3,229	26,536	100.0
PERCENT	77.4	10.4	12.2	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 10, 2018*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,875	7.1	UNITED STATES	26,364	99.4
Middle Atlantic	4,701	17.7	U.S. Territories	168	0.6
East No. Central	3,960	14.9	Canada	4	-
West No. Central	1,628	6.1	Mexico	-	-
South Atlantic	5,147	19.4	Other International	-	-
East So. Central	1,300	4.9	APO/FPO	-	-
West So. Central	2,477	9.4			
Mountain	1,496	5.6	TOTAL QUALIFIED CIRCULATION	26,536	100.0
Pacific	3,780	14.3			

*See Additional Data

E-NEWSLETTER CHANNEL

2018

JNCCN e-Table of Contents

FEBRUARY	
February 1	78,509
February 4	78,404
February 11	79,486
MARCH	
March 1	79,239
March 4	79,054
March 11	78,862
APRIL	
April 1	79,778
April 8	80,770
April 15	80,160
MAY	
May 1	81,454
May 6	81,158
May 13	80,961
May 27	80,828
JUNE	
June 3	81,918
June 10	81,653
June 17	81,531
JULY	
July 1	81,256
July 8	82,262
July 15	82,097
AVERAGE	80,494

JNCCN e-Table of Contents (19 issued in the period)
All digital reporting is US only

WEBSITE CHANNEL

WWW.JNCCN.ORG

2018	Pageviews	Sessions	Users	Average Session Duration
February	106,945	45,300	35,008	1:39
March	116,582	53,323	41,356	1:31
April	101,843	54,319	42,533	1:28
May	101,941	57,410	44,913	1:26
June	89,564	49,931	38,956	1:27
July	103,668	54,966	42,548	1:34
AVERAGE:	103,423	52,541	40,885	1:30

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'd 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'd 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 15,060 copies or 56.8%, including American Medical Association.

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

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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.