

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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About

The ASCO Post is a B2B brand intended for individuals with broad-based interests in oncology. The brand content 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.

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.

Field Served

THE ASCO POST serves the fields of medical oncology, hematology-oncology, gynecologic oncology, hematology, radiation oncology, surgical oncology, musculoskeletal oncology, urology, pediatric hematology-oncology, 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.

CHANNELS

ASCO POST, THE Magazine



11 issues in period
28,034 average circulation

ASCO POST, THE E-Newsletter



2 E-Newsletters in the period
41 total issued in the period
See below for average per occurrence

ASCO POST, THE Website



237,611 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ASCO POST, THE (11 issues in period)	28,034	-	28,034
ASCO POST, THE E-NewsLetters	-	-	-
a. ASCO POST ETABLE OF CONTENTS (12 issued in the period)	20,404	-	20,404
b. ASCO POST EVENING NEWS (29 issued in the period)	22,399	-	22,399
ASCO POST, THE Website (Monthly Users with 405,405 average Pageviews - Note 1)	237,611	-	237,611

Note 1: Users: See Website Glossary in Channel Profile.

AVERAGE NON-QUALIFIED CIRCULATION**NON-QUALIFIED**

Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	562
Allocated for Trade Shows If; and Conventions	91
All Other	105
TOTAL	760

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,560	34.1	9,560	34.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	18,473	65.9	18,473	65.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,033	100.0	28,033	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
August 10	28,067	-	28,067
August 25	27,937	-	27,937
September 10	27,937	-	27,937
September 25	28,036	-	28,036
October 10	28,036	-	28,036
October 25	28,033	-	28,033
November 10	28,033	-	28,033
November 25	28,037	-	28,037
December 10	28,037	-	28,037
December 25	28,033	-	28,033
January 25	28,184	-	28,184

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25 2020

This issue is 0.6% or 165 copies above the average of the other 10 issues reported in Paragraph 2.

Business & Industry*	TOTAL QUALIFIED	PERCENT OF TOTAL
APSHO (CNS, NP, PA, RN)	1,354	4.8
Gynecologic Oncology	443	1.6
Hematology + Hematology Oncology	11,599	41.2
Medical Oncology	4,932	17.5
Internal Medicine	1,444	5.1
Pathology	150	0.5
Pediatrics	567	2.0
Oncology Pharmacology	386	1.4
Radiation Oncology	797	2.8
Surgical Oncology	575	2.0
Urology	165	0.6
Other ASCO Members	5,772	20.5
TOTAL QUALIFIED CIRCULATION	28,184	100.0
PERCENT	100.0	-

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25 2020

QUALIFICATION SOURCE	Qualified Within			Total Qualified	PERCENT
	1 year	2 years	3 years		
I. Direct request:	1,357	1,121	932	3,410	
II. Request from recipient's company:	-	-	-	-	
III. Membership benefit:	17,617	-	-	17,617	
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	
V. TOTAL - Sources other than above (listed alphabetically):	7,157	-	-	7,157	
Association rosters and directories	7,157	-	-	7,157	
Business directories	-	-	-	-	
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	
Other sources	-	-	-	-	
VI. Single Copy Sales	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	26,131	1,121	932	28,184	
PERCENT	92.7	4.0	3.3	100.0	

*See Additional Data

Date	ASCO POST ETABLE OF CONTENTS	ASCO POST EVENING NEWS
2019-08-01	-	22,573
2019-08-04	-	22,581
2019-08-11	20,474	22,455
2019-08-18	-	22,462
2019-08-25	20,518	22,453
2019-09-01	-	22,351
2019-09-08	20,389	22,400
2019-09-15	-	22,416
2019-09-22	20,468	22,428
2019-09-29	-	22,467
2019-10-01	-	22,407
2019-10-06	20,404	22,407
2019-10-13	-	22,466
2019-10-20	20,487	22,469
2019-10-27	-	22,497
2019-11-01	-	22,235
2019-11-03	-	22,219
2019-11-10	20,266	22,249
2019-11-17	20,287	22,280
2019-11-24	20,359	22,343
2019-12-01	-	22,274
2019-12-08	20,337	22,305
2019-12-15	-	22,322
2019-12-22	-	22,368
2019-12-29	20,452	-
2020-01-01	-	22,377
2020-01-05	-	22,397
2020-01-12	-	22,424
2020-01-19	20,411	22,442
2020-01-26	-	22,493
Average	20,404	22,399
ASCO POST ETABLE OF CONTENTS (12 issued in the period)		
ASCO POST EVENING NEWS (29 issued in the period)		

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2020	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
August	430,500	336,104	248,618	1:13
September	424,652	331,591	245,744	1:14
October	433,045	329,844	245,463	1:14
November	385,453	306,156	230,426	1:06
December	362,250	286,136	217,601	1:07
January	396,531	315,895	237,814	1:05
AVERAGE:	405,405	317,621	237,611	1:09

August - January 2020 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 downloaded 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.

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25 2020**

Regions	Total Qualified	Percent
NEW ENGLAND	2,352	8.3
MIDDLE ATLANTIC	5,354	19.0
EAST NO. CENTRAL	3,840	13.6
WEST NO. CENTRAL	1,662	5.9
SOUTH ATLANTIC	5,369	19.0
EAST SO. CENTRAL	1,242	4.4
WEST SO. CENTRAL	2,470	8.8
MOUNTAIN	1,414	5.0
PACIFIC	4,328	15.4
UNITED STATES	28,031	99.5
969 & 004-009 U.S. TERRITORIES	142	0.5
CANADA	11	-
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	-	-
TOTAL	28,184	100.0

**See Additional Data

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.	Date signed	February 12, 2020
Anthony Cutrone, President	State	NY
Shannon Meserve, Circulation Manager	County	Suffolk
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 12, 2020
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.It will be included in the annual audit made by BPA Worldwide.	ID Number	A576P0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-s audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.