

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.

Harborside Press
94 North Woodhull Road
Huntington, NY 11743
Tel. No.: 631.692.0800
Fax No.: 631.692.0805
www.ascopost.com

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.

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

THE ASCO POST MAGAZINE



13 issues in the period
30,245 average circulation

THE ASCO POST E-NEWSLETTERS



2 E-Newsletters in the period
43 total issued in the period
20,516 average per occurrence
24,725 average per occurrence

THE ASCO POST WEBSITE



164,959 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE ASCO POST MAGAZINE (13 issues in the period)	30,243	2	30,245
THE ASCO POST E-NEWSLETTERS			
a. ASCO Post e-Table of Contents (13 issued in the period)	20,516	-	20,516
b. ASCO Post Evening News (30 issued in the period)	24,725	-	24,725
THE ASCO POST WEBSITE (Monthly Users with 306,120 average Pageviews)	164,959	-	164,959

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 recipients are physicians and other titled personnel allied to the field of oncology-hematology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	468
Allocated for Trade Shows and Conventions	128
All Other	108
TOTAL	704

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,995	43.0	12,993	43.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	17,250	57.0	17,250	57.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,245	100.0	30,243	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
February 10	30,457
February 25	30,431
March 10	30,431
March 25	30,123
April 10	30,123
April 25	30,048
May 10	30,048
May 25	30,446
June 3	30,446
June 10	30,446
June 25	30,066
July 10	30,066
*July 25	30,065

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2018

This issue is 0.6% or 196 copies below the average of the other 12 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
APSHO (CNS, NP, PA, RN)	1,273	4.2
Gynecologic Oncology	424	1.4
Hematology	3,626	12.1
Medical Oncology & Hematology-Oncology	11,727	39.0
Internal Medicine	1,587	5.3
Pathology	233	0.8
Pediatrics	910	3.0
Oncology Pharmacology	374	1.3
Radiation Oncology	630	2.1
Surgery	915	3.0
Urology	273	0.9
Other ASCO Members	8,093	26.9
TOTAL QUALIFIED CIRCULATION	30,065	100.0

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	495	1,967	2,519	4,981	16.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	18,179	-	-	18,179	60.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,905	-	-	6,905	23.0
*Association rosters and directories	6,905	-	-	6,905	23.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,579	1,967	2,519	30,065	100.0
PERCENT	85.1	6.5	8.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2018*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	2,564	8.5	UNITED STATES	29,921	99.5
Middle Atlantic	5,746	19.1	U.S. Territories	139	0.5
East No. Central	4,128	13.7	Canada	5	-
West No. Central	1,724	5.7	Mexico	-	-
South Atlantic	5,644	18.8	Other International	-	-
East So. Central	1,277	4.3	APO/FPO	-	-
West So. Central	2,712	9.0			
Mountain	1,472	4.9	TOTAL QUALIFIED CIRCULATION	30,065	100.0
Pacific	4,654	15.5			

*See Additional Data

E-NEWSLETTER CHANNEL

2018	ASCO Post e-Table of Contents	ASCO Post Evening News
FEBRUARY		
February 1	-	26,117
February 8	-	26,184
February 11	21,651	-
February 15	-	22,848
February 22	-	26,370
February 25	21,826	-
MARCH		
March 1	-	26,419
March 8	-	26,540
March 11	21,918	-
March 15	-	26,613
March 22	-	26,619
March 25	22,016	-
March 29	-	26,553
APRIL		
April 5	-	25,972
April 8	21,034	-
April 12	-	25,449
April 19	-	25,346
April 22	20,634	-
April 26	-	26,993
MAY		
May 3	-	26,989
May 6	22,224	-
May 10	-	26,729
May 17	-	22,777
May 20	19,996	-
May 24	-	21,759
May 27	19,948	-
May 31	-	20,125
JUNE		
June 7	-	20,842
June 10	10,206	-
June 14	-	23,739
June 21	-	23,699
June 24	21,929	-
June 28	-	23,635
JULY		
July 5	-	23,461
July 8	21,687	-
July 12	-	23,465
July 19	-	23,453
July 22	21,643	-
July 26	-	23,397
AVERAGE:	20,516	24,725

ASCO Post e-Table of Contents (13 issued in the period)
 ASCO Post Evening News (30 issued in the period)
 All digital reporting is US only

WEBSITE CHANNEL

WWW.ASCOPOST.COM

2018	Pageviews	Sessions	Users	Average Session Duration
February	298,636	221,541	161,833	1:18
March	323,230	246,999	180,664	1:13
April	315,609	236,152	170,815	1:15
May	285,313	216,571	154,551	1:12
June	343,348	246,586	173,401	1:24
July	270,589	207,523	148,490	1:11
AVERAGE:	306,120	229,228	164,959	1:15

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 6,905 copies or 23.0%, including the AMA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters 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 BD

ID Number A576B0J8

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.