

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
25,592 average circulation

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER



18 issued in the period
89,696 average per occurrence

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE



50,210 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)	25,592	-	25,592
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER			
JNCCN e-Table of Contents (18 issued in the period)	89,696	-	89,696
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE (Monthly Users with 97,481 average Pageviews)	50,210	-	50,210

FIELD SERVED
JNCCN - JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK serves fields related to oncology or 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; 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	10
Advertiser and Agency	403
Allocated for Trade Shows and Conventions	108
All Other	139
TOTAL	660

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,425	95.4	24,425	95.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,167	4.6	1,167	4.6	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,592	100.0	25,592	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019/2020 Issue	Total Qualified
August	25,975
September	25,305
October	25,965
November	25,661
November Highlight	25,661
December	25,623
January	24,953

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020
This issue is 2.9% or 745 copies below the average of the other 6 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Gynecologic Oncologist	668	2.7
Hematologist	1,498	6.0
Hematology-Oncology	10,522	42.2
Internal Medicine	820	3.3
APSHO members (CNS, NP, PA, RN)	1,321	5.3
Medical Oncologist	4,831	19.4
Pathologist	631	2.5
Oncology Pharmacists	1,593	6.4
Radiation Oncologist	660	2.6
Surgical Oncologist	489	1.9
Urologist	1,237	4.9
Dermatology	40	0.2
NCCN Guidelines TM Panel Members & NCCN Institutions	643	2.6
Other	-	-
TOTAL QUALIFIED CIRCULATION	24,953	100.0
PERCENT	100.0	

JNCCN-Journal of the National Comprehensive Cancer Network serves fields related to oncology or hematology.

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,354	2,539	2,157	9,050	36.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	1,103	-	29	1,132	4.5
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	14,771	-	-	14,771	59.2
*Association rosters and directories	14,771	-	-	14,771	59.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,228	2,539	2,186	24,953	100.0
PERCENT	81.0	10.2	8.8	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,851	7.4	UNITED STATES	24,797	99.4
Middle Atlantic	4,343	17.4	U.S. Territories	148	0.6
East No. Central	3,660	14.7	Canada	8	-
West No. Central	1,535	6.2	Mexico	-	-
South Atlantic	4,847	19.4	Other International	-	-
East So. Central	1,269	5.1	APO/FPO	-	-
West So. Central	2,326	9.3			
Mountain	1,399	5.6			
Pacific	3,567	14.3			
			TOTAL QUALIFIED CIRCULATION	24,953	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019/2020	JNCCN e-Table of Contents
AUGUST	
August 1	88,392
August 11	89,348
August 25	88,935
SEPTEMBER	
September 1	88,936
September 8	90,003
September 15	89,884
OCTOBER	
October 1	89,636
October 6	90,537
October 13	90,402
October 27	90,162
NOVEMBER	
November 3	91,105
November 10	89,669
November 17	88,064
DECEMBER	
December 1	88,469
December 8	89,900
JANUARY	
January 1	90,974
January 5	90,191
January 19	89,919
AVERAGE	89,696

JNCCN e-Table of Contents (18 issued in the period)

WEBSITE CHANNEL

WWW.JNCCN.ORG

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	93,176	61,639	49,496	1:03
September	98,231	62,672	49,945	1:12
October	126,527	76,139	60,770	1:13
November	94,125	62,263	49,128	1:08
December	81,888	54,362	43,081	1:06
January	90,944	60,324	48,844	1:03
AVERAGE:	97,481	62,899	50,210	1:07

August 2019 – 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 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:

CHANGE IN FREQUENCY:

Effective with the August 2019 issue, Journal of the National Comprehensive Cancer Network changed its frequency from 13 to 14 issues per year.

PARAGRAPH 3b :

Association rosters and directories include 1 source of circulation for a quantity of 14,771 copies or 59.2%, 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

February 12, 2020

State

New York

County

Suffolk

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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 verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.