

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 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.

### 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



13 issues in period  
29,392 average  
circulation

### ASCO POST, THE E-Newsletter



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

### ASCO POST, THE Website



257,415 average  
users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ASCO POST, THE (13 issues in period)	29,392	-	29,392
ASCO POST, THE E-NewsLetters	-	-	-
a. ASCO POST ETABLE OF CONTENTS (12 issued in the period)	21,069	-	21,069
b. ASCO POST EVENING NEWS (30 issued in the period)	22,992	-	22,992
ASCO POST, THE Website (Monthly Users with 451,358 average Pageviews - Note 1)	257,415	-	257,415

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	536
Allocated for Trade Shows If; and Conventions	119
All Other	94
TOTAL	751

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,826	98.1	28,826	98.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	566	1.9	566	1.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,392	100.0	29,392	100.0	-	-

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
February 10	30,583	-	30,583
February 25	29,556	-	29,556
March 10	29,556	-	29,556
March 25	29,407	-	29,407
April 10	29,407	-	29,407
April 25	30,371	-	30,371
May 10	30,371	-	30,371
May 25	28,957	-	28,957
June 3	28,957	-	28,957
June 10	28,957	-	28,957
June 25	28,950	-	28,950
July 10	28,950	-	28,950
July 25	28,068	-	28,068

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25 2019

This issue is 4.9% or 1,434 copies below the average of the other 12 issues reported in Paragraph 2.

Business & Industry*	TOTAL QUALIFIED	PERCENT OF TOTAL
APSHO (CNS, NP, PA, RN)	1,285	4.6
Gynecologic Oncology	405	1.4
Hematology + Hematology Oncology	11,641	41.5
Medical Oncology	4,154	14.8
Internal Medicine	2,147	7.6
Pathology	268	1.0
Pediatrics	630	2.2
Oncology Pharmacology	389	1.4
Radiation Oncology	773	2.8
Surgery	730	2.6
Urology	225	0.8
Other ASCO Members	5,421	19.3
TOTAL QUALIFIED CIRCULATION	28,068	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 JULY 25 2019

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct request:	17,908	1,093	702	19,703	70.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership benefit:	531	-	-	531	1.9
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,834	-	-	7,834	27.9
Association rosters and directories	7,834	-	-	7,834	27.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,273	1,093	702	28,068	100.0
PERCENT	93.6	3.9	2.5	100.0	-

\*See Additional Data

Date	ASCO POST ETABLE OF CONTENTS	ASCO POST EVENING NEWS
2019-02-01	-	22,766
2019-02-03	-	22,952
2019-02-10	20,601	22,923
2019-02-17	-	23,083
2019-02-24	21,239	23,080
2019-03-01	-	23,328
2019-03-03	-	23,330
2019-03-10	21,468	23,343
2019-03-17	-	23,321
2019-03-24	21,471	23,300
2019-04-01	-	23,423
2019-04-07	20,811	22,532
2019-04-14	-	22,535
2019-04-21	20,656	22,429
2019-04-28	-	22,461
2019-05-01	-	23,039
2019-05-05	21,205	23,027
2019-05-12	-	23,095
2019-05-19	21,293	23,136
2019-05-26	-	23,212
2019-06-01	-	23,303
2019-06-02	-	23,349
2019-06-09	21,516	22,933
2019-06-16	-	22,577
2019-06-23	20,927	22,803
2019-07-01	-	22,817
2019-07-07	20,887	22,847
2019-07-14	-	23,437
2019-07-21	20,751	22,693
2019-07-28	-	22,681
Average	21,069	22,992

ASCO POST ETABLE OF CONTENTS (12 issued in the period)

ASCO POST EVENING NEWS (30 issued in the period)

www.ascopost.com

2019	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	353,293	265,360	200,808	1:15
March	416,865	320,990	239,360	1:14
April	499,761	393,636	290,449	1:11
May	468,165	368,561	269,456	1:10
June	521,603	386,205	283,385	1:22
July	448,462	350,368	261,033	1:14
<b>AVERAGE:</b>	<b>451,358</b>	<b>347,520</b>	<b>257,415</b>	<b>1:14</b>

February - July 2019 data was provided by , Google Analytics. All website activity is audited by BPA Worldwide.

## WEBSITE GLOSSARY

<b>Pageviews:</b>	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.
<b>Sessions:</b>	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.
<b>Users:</b>	An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.
<b>Average Session Duration:</b>	The time visitors remain on a site per session.

## GEOGRAPHIC DISTRIBUTION

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25 2019\*\*

Regions	Total Qualified	Percent
NEW ENGLAND	2,530	9.0
MIDDLE ATLANTIC	5,432	19.4
EAST NO. CENTRAL	3,834	13.7
WEST NO. CENTRAL	1,624	5.8
SOUTH ATLANTIC	5,177	18.4
EAST SO. CENTRAL	1,193	4.3
WEST SO. CENTRAL	2,491	8.9
MOUNTAIN	1,383	4.9
PACIFIC	4,253	15.2
UNITED STATES	27,917	99.5
969 & 004-009 U.S. TERRITORIES	142	0.5
CANADA	9	-
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	-	-
TOTAL	28,068	100.0

\*\*See Additional Data

ADDITIONAL DATA

PARAGRAPH 3B:

Association rosters and directories include 1 source of circulation for a quantity of 7,834 copies or 27.9%, 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 testify that all data set forth in this statement are true.	Date signed	August 14, 2019
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Anthony Cutrone, President	State	New York
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	August 14, 2019
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IMPORTANT NOTE:	Type	PD
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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	A576P0J9
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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.